

CHEMIST & DRUGGIST

The newsweekly for pharmacy

a Benn publication

October 22 1983

Alan Smith's
warning of
Back-door
nationalisation'

Chemists are
out-performing
drug stores,
Nielsen show

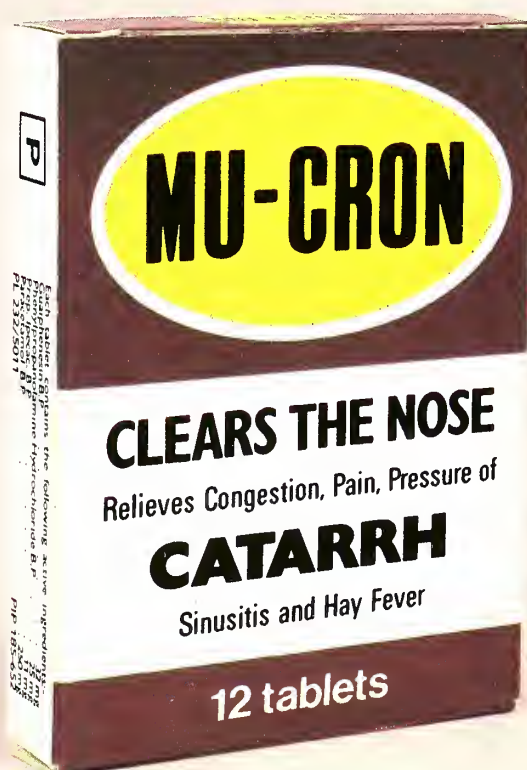
Further drugs
bill cuts
demanded by
Norman Fowler

No justification
for regional
contracts'—
RPhO

EEC approval
for sunscreen
proposals

Babycare
SPECIAL
FEATURE

BRITAIN'S FIRST CHOICE CATARRH REMEDY.



Britain puts Mu-Cron first when it comes to effective relief from catarrh.

And we're pleased to say that pharmacies also put Mu-Cron first — it's the number one pharmacy only remedy. Mu-Cron. Pharmacy only with the International Laboratories Guarantee — plus heavy national advertising all year round.



ANOTHER
GUARANTEED
PRODUCT FROM
INTERNATIONAL
LABORATORIES

International Laboratories Ltd., Charwell House,
Wilsom Road, Alton, Hampshire GU34 2TJ Telephone: (0420) 88174



Make sure you've stocked up with the one that will clear shelves as fast as it clears chesty coughs.

CHEMIST & DRUGGIST

Incorporating Retail Chemist

October 22, 1983

Volume 220 No 5392
125th year of publication
ISSN 0009-3033

Editor/Publisher:
Ronald Salmon MPS
Deputy Editor:
John Skelton BPharm, MPS
Contributing Editor:
Adrienne de Mont
BPharm, MPS
Beauty Editor:
Liz Platts BA
Editorial Assistants:
Patrick Grice BPharm, MPS
Paul Slade BA
Steven Titmarsh BPharm, MPS

Advertisement Manager:
Peter Nicholls JP
Assistant Advertisement
Manager:
Doug Mytton
Production: Shirley Wilson

Regional advertisement offices:
Midlands: 240-244 Stratford Road, Shirley,
Solithull, W. Midlands B90 3AE
021-744 4427

North East and North West:
491 Chester Road, Old Trafford,
Manchester M16 9HL 061-872 5151

West Country & South Wales:
10 Badminton Road, Bownend, Bristol
BS16 6BQ 0272 564827

Benn

Published Saturdays
by Benn Publications Ltd,
Sovereign Way, Tonbridge,
Kent TN9 1RW
Telephone: 0732 364422
Telex 95132

Subscription:
Home £46 per annum
Overseas & Fire £60 per annum
including postage
95p per copy (postage extra)

Price List Controller:
Colin Simpson

Director: James Lear

ABC Member of the Audit
Bureau of Circulations

CONTENTS

Chemists out-perform drug stores

Nielsen statistics 716

Further drugs bill cuts demanded . . .

. . . by Norman Fowler 717

Sunscreen proposals get EEC approval

719

Babycare

Special feature 733

Alan Smith warns of 'back-door nationalisation'

Cambridgeshire, Norfolk and Suffolk
LPC Conference report 755

Regional contracts unjustified . . .

. . . say RPhO, Dr E. Fullerton 762

Comment 715

People; deaths 721

Topical reflections by Xrayser 721

Counterpoints 722

Prescription specialities 730

Letters 732

News extra 758

RPA annual meeting 760

Business news 762

Appointments; coming events 764

Classified advertisements 765

Contents Benn Publications Ltd 1983. All rights reserved.
No part of this publication may be reproduced, stored in a
retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise
without the prior permission of Benn Publications

COMMENT

Compliance

The important role of the pharmacist in encouraging patient compliance is stressed in a "Briefing" published this week by the Office of Health Economics.

Reviewing several studies of compliance, the Briefing concludes that only half of all patients take their long-term medication exactly as instructed. Even with short courses of treatment, such as five days on an antibiotic, a quarter of patients default.

Failure to follow the doctor's instructions "represents a substantial waste of resources in terms of ineffective treatment". OHE comments. "For that reason alone the problem on non-compliance needs to be tackled more systematically than in the past."

If pharmacists are to help they must spend more time with customers and less in the dispensary, the report continues. "This, in turn, forms an important part of the profession's current campaign to enhance the public perception of the pharmacist's role. In addition, it is a strategy which would involve few direct costs and which could make a major contribution to the effectiveness of the NHS."

Some justification for this comment is provided by a study carried out by J. Ludy and colleagues in 1977 which compared the effect on compliance when medicines were dispensed in a new satellite pharmacy where patient counselling was given. The proportion of patients taking more than three-quarters of their medicines correctly increased from 47 per cent in the original traditional pharmacy to 94 per cent in the new setting. More patients (57 per cent compared with 16 per cent) were very satisfied with the service in the new pharmacy and none were dissatisfied, compared with the 18 per cent who found the previous service "very satisfactory to acceptable."

The OHE Briefing suggests two main causes for lack of compliance. The first is

a failure to establish mutual confidence between the doctor and patient; it argues that the doctor should be more frank in discussing the relative benefits and disadvantages of the patient's treatment. Second, doctors fail to take advantage of the choice of different treatments available, particularly as the most common reasons patients give for their non-compliance are side-effects and dissatisfaction with the treatment. The Briefing points out that there are almost always alternatives which could give better results for the individual patient.

Studies have also shown that compliance drops if three or more medicines are being prescribed at once and the report suggests this is an argument in favour of tablets which combine two or more ingredients. Another suggestion is better labelling. "The occasional method of labelling tablets simply 'to be taken as directed' is clearly inviting non-compliance among all but the most systematic and conscientious of patients. Precise directions should appear on every package. Preferably these should indicate not only the number of times the medicine is to be taken daily, but should also specify the times when it should be taken."

Community pharmacists will no doubt be pleased to hear this recognition of their potential coming from an industry-sponsored source. Unfortunately, not every pharmaceutical company has given the pharmacist much thought in the past, making the doctor — or sometimes the patient — the sole targets. If this report encourages greater reliance on the pharmacist's contribution to patient counselling, it will have done much good.

Chemists out-perform drug stores

Average weekly cash sales in independent pharmacies are up for the third successive two-month period by comparison with 1982 figures, according to Nielsen, while drug store sales are down for the third time. Multiple and Co-op pharmacies (excluding Boots) are similarly up for the third time.

Figures from the A.C. Nielsen research organisation show average weekly cash sales for independent pharmacies for May / June this year are £1,139, up 5 per cent on last year (£1,081), while drug store sales are 4 per cent down at £1,819 (£1,886). Sales for multiples and Co-ops are 8 per cent up to £1,734 (£1,604).

The average weekly cash sales of all non-Boots pharmacies is £1,232 for May / June, a 7 per cent improvement on last year (£1,151).

Turnover of independents, multiples and Co-operative pharmacies excluding Boots was £326m for the period (£295m in '82) with independents taking an 87 per cent share (86.7 per cent).

The independent chemist's NHS share

of turnover broke the 70 per cent barrier for the third time for the May / June period when it stood at 70.8 per cent, just below the 71.1 per cent record set in March / April.

The independent's 70.8 per cent share for May / June (same period last year, 69.7 per cent) came from an average of 2,821 prescriptions in May (2,705), compared with the multiple and Co-ops (excluding Boots the Chemist) whose average of 2,081 scripts in May (2,097) contributed to a 54.1 per cent (54.2 per cent) portion of turnover.

Pharmacies v Drug Stores — Cash sales only

	May/June '82	Mar/Apr '83	May/Jun '83
Total £,000	119,759	119,227	125,594
Pharmacies	95,610 (79.8%)	96,995 (81.3%)	102,307 (81.5%)
Drug stores	24,149 (20.2%)	22,232 (18.7%)	23,287 (18.5%)

A.C. Nielsen Ltd, Nielsen House, Headington, Oxford OX3 9SQ

pharmaceutical service.

A spokesman for Essex FPC told C&D that the *Evening Echo* article was not strictly correct. The FPC is against the setting up of a collection point inside the health centre as this could appear to be biased in favour of the Right of Choice group. However the spokesman said there was nothing they could do if the collection point was placed elsewhere.

Working group looks into drug misuse

Mr Norman Fowler, Secretary for Social Services, this week announced that he is to set up a working group of medical practitioners to prepare guidelines on good clinical practice in the treatment of drug misuse. It will also consider the feasibility of extending licensing restrictions which at present cover the prescribing of heroin and cocaine to addicts to include *all* the opioid drugs such as methadone, morphine and pethidine.

The working group is part of the Government's response to the Report on Treatment and Rehabilitation published by the Advisory Council on the Misuse of Drugs late last year. It will be chaired by Dr Philip Connell who is also chairman of the Advisory Council.

Minister imposes surcharge on Scottish contractors

Scottish contractors have had their appeal against proposed discount recoveries rejected by the Minister responsible for health, Mr J.J. MacKay. The Minister has imposed a new scale of basic discount rate and surcharge for prescriptions dispensed in August to December 1983.

The Pharmaceutical General Council (Scotland) met the Minister on October 5 and received his reply on October 10, which reiterated the Scottish Home and Health Department's offer previously rejected by the Council. The Minister decided:

1. That the rates of discount deduction averaging 6.5 per cent and 3.4 per cent shall be applied to prescriptions dispensed during August-December 1983 without any abatement in the rates to take account of the reduction of on-cost.

2. That the SHHD will seek authority to increase the interim allowance by 2p per prescription over the same period.

It has been the Council contention that a figure of 4p per prescription would be required to compensate for the reduction in on-cost resulting from the discount scale (on-cost in Scotland is calculated on the discounted ingredient value, not as in England and Wales — see C&D October 8, p619).

In addition Mr MacKay referred to the position of new pharmacies and to changes of ownership. A full reply is expected later this month, but the Council is concerned at the Minister's attitude in that he states: "This kind of situation has arisen in the past, and has been considered to be part of a swings and roundabouts situation where new pharmacies have sometimes benefited and sometimes lost from adjustments to remuneration resulting from past outcomes and future predictions."

The Council considers the reply "totally unacceptable" and will continue to press for a satisfactory resolution of the matter.

Some major points in the discount sale are shown below:

Monthly gross ingredient cost (£)	Basic discount rate (%)	Surcharge rate (%)
2,001-2,100	0.20	0.10
10,001-10,200	6.46	3.38
20,001-20,500	7.25	3.79
30,001-30,500	7.52	3.93
40,001-41,000	7.65	4.00
50,001-51,000	7.73	4.04
60,001 and over	7.78	4.07

Gt Waking shuttle to continue — MoH

Great Waking villagers have won assurances from Minister for Health Kenneth Clarke that they can continue their shuttle service for prescriptions and can now set up a prescription post box, according to the Southend *Evening Echo*.

The news came at a meeting between Mr Clarke and a delegation headed by Rochford MP Dr Michael Clark, says the paper.

The Right of Choice group has opposed pharmacist Lawrence Collin ever since he opened his pharmacy in Great Waking in 1981, and a number of patients were transferred from the local doctors' prescribing list to the dispensing list. Patients set up a shuttle service to run prescriptions elsewhere.

However operators of the service are becoming reluctant to wait outside the surgery to intercept prescriptions and have proposed that instead a box be placed in a nearby house or in the health centre.

The Pharmaceutical Society has written to the Essex Family Practitioner Committee objecting to the proposed collection box on the grounds that it would interfere with the current

Further drugs bill cuts demanded by Norman Fowler

Further efforts to cut the NHS drug bill were demanded by Social Services Secretary Norman Fowler, at the Conservative Party conference in Blackpool last week.

His vigorous defence of the steps already taken by the Government to slow the rate of increase in NHS spending silenced the few rank and file critics.

Their complaints that pledges given during the general election campaign that "the NHS is safe with us" were being abandoned were also forcefully repudiated by the Prime Minister.

Mrs Thatcher declared "We are spending £700m more on health this year alone, another £800m next year, and a further £700m the year after that. This was the pledge I made and that is the pledge that will be kept."

Mr Fowler underlined the need for further cuts in the drugs bill after emphasising that 100 million more prescriptions are now being written each year than in 1949, when Aneurin Bevan, the Labour Minister who set up the NHS, remarked that more medicine was cascading down the throats of the British people than ever before.

Over the same period, he said, the cost of prescriptions had gone up from less than £30m to about £1.5 billion. Mr Fowler insisted "That bill is, frankly, too high. It must be reduced".

He looked for other economies through the privatisation of catering, cleaning and laundry services and by means of cuts in administrative staffs.

Mr Fowler highlighted the scope for savings in these areas and indicated that if use of the axe resulted in nurses losing their jobs the blame should be directed at the regional health authorities and not the Government.

In a debate following his speech, Mr Fowler was asked to make patients suffering from terminal cancer exempt from prescription charges.

Joan Birtles of Warrington Conservative Party told the conference she had nursed her husband at home through seventeen weeks' illness before his death from cancer in July 1982.

On one occasion, three weeks before Mr Birtles' death, he had required £20.80 worth of pain killers and other prescription items. He was receiving £36.40 per week in sick pay.

Mr Fowler said he found her contribution to the debate "very moving" and promised to look into the possibility of making free drugs available in such cases immediately after conference. If he fails to get in touch with her within the next six to eight weeks, Mrs Birtles plans to again raise the issue.

□ A recent pamphlet from the Conservative Bow Group calls for much



P. Sheen

"Do you think there are more resignations in the wind?"

tougher Government action on privatisation of the NHS. Michael Lingens, political officer of the group, wants to see financial incentives for those taking out private health insurance, and the establishment by employers of mutual health funds with members being able to contract out of the NHS by means of reduced national insurance payments. His proposals would effectively leave hospitals and doctors operating on a private basis, contracting their services to local authorities and being paid on an item-by-item basis.

Tories lobbied on new contract

Two Merseyside pharmacists lobbied MPs at the Conservative Party conference last week seeking their support for a new NHS contract.

Mr David Billington, Merseyside representative on the Pharmaceutical Services Negotiating Committee, and Mr John Loch, of St Helens and Knowsley LPC, were able to speak to about ten MPs before the health service debate and reported a "sympathetic" reaction. They based their case on a briefing prepared for West Lancashire MP Mr Kenneth Hind, which drew attention to the recent clawback and the fact that pharmacists cannot benefit from their buying efficiency. "Without reward for effort pharmacists stand deeply frustrated and embittered" they said. It was also argued that as a result of the clawback timescale, many pharmacists would be bankrupted.

Other points were:—

□ That any medicine or appliance which cannot *now* be obtained at a discount must be supplied at a loss (eg many colostomy appliances). "No pharmacist would let a patient down but is not the DHSS putting an unfair strain on his professional sense of responsibility?"

□ The whole of the pharmacist's salary should be covered by the NHS since the law requires presence for the full contract hours (only 80 per cent of time is currently remunerated). "We are confident that the 1983 labour and overheads inquiry will show that the pharmacist spends more

than 90 per cent of his time on dispensing duties — quite apart from the legal supervision requirement of 100 per cent".

Mr Billington and Mr Loch asked the MPs to support the call of Health Minister Mr Kenneth Clarke for a simplified contract, arguing that there should be an annual review of remuneration and a "drawing of the line" for each year — thus avoiding the clawback retrospection to 1980.

Mr Billington described the lobby as a "worthwhile exercise" which should be added to the more detailed briefings already given to three local MP's. Mr Hind had already undertaken to raise the matter with the Health Minister.

The region is also hoping to gain further parliamentary support through a business dinner to be held on November 17, at which Mrs Gwyneth Dunwoody, shadow health spokesman, will be guest speaker. The venue is at the Lord Daresbury Hotel, Warrington, and invitations have gone out to LPC members in the area.

Script statistics for Scotland ...

Average cost of prescriptions dispensed by chemists and appliance suppliers in Scotland for June 1983:

	Pence
Ingredient cost	365.804
Oncost	47.763
Dispensing fee	33.228
Interim allowance	12.978
Container allowance	3.798
Other misc. costs	1.331
Gross cost	464.902
Less charges	32.609
Net cost	432.293

Total number of prescriptions: 3,048,535

... and NI

Chemist and appliance suppliers in Northern Ireland, in June, dispensed 1,140,096 prescriptions (704,323 forms) at a gross cost of £5,431,984.76 with an average cost of £4.76 each.

"New Proflex gives you more margin."

Raymond Bellm. Managing Director.
International Laboratories Ltd.



When one of us O.T.C. manufacturers launches a new product, we tend to expect an awful lot from you, the pharmacist. We expect you to stock the product; to train your assistants; to establish whether the potential customer should be taking ibuprofen; and then recommending dosage levels.

At International Laboratories we've tried to help you a little. We were the first to advertise O.T.C. ibuprofen; we give you more margin; and of course we guarantee the sales of Proflex.

We'll keep trying! (but please make sure your stock levels are adequate).

Proflex

FOR BACK PAIN

EEC approval for sunscreen proposals

The European Parliament has given qualified approval to the proposal to update the EEC's legislation on cosmetic products. In particular, it welcomes the principle of positive lists of acceptable sunscreen agents rather than negative lists. The update is the result of scientific studies on the possible harmful effects of certain suntan oils. But in welcoming the new legislation the Parliament wants the scientific experts to reconsider the maximum authorised concentrations of some methoxycinnamic compounds.

The Parliament adopted its opinion on the draft directive on the basis of a report of its Committee on the Environment, Public Health and Consumer Protection drawn up by an Italian Communist MEP, Mrs Vera Squarcialupi. The report criticised the proposal, which amounts to an amendment of the original 1976 EEC legislation, for being unclear. It also expressed concern on other matters.

For example, the Parliament is doubtful about the wisdom of keeping on or reintroducing to the market certain toothpastes and hair dyes. It also feels the

time has come to replace the date of minimum durability of products by an expiry date clearly and visibly indicated. In this connection the Parliament considers that EEC legislation is urgently needed requiring manufacturers to list all the ingredients of a cosmetic product on its label.

The Parliament feels that a clearly indicated expiry date would be an undoubted advantage both for producers and distributors. It points out that suntan oils are frequently used the year following purchase (if any is left over). This could cause harm to the skin or else provide no protection against the sun.

On the question of maximum concentrations the Parliament calls for a reversion to the list drawn up by the US Food and Drug Administration in 1978 rather than the Council of Europe list of 1981. This would take greater account of the diversity of skin types among citizens of EEC countries.

Finally the Parliament would like to see the directive implemented fully by 1987 rather than 1988 as proposed. Mrs Squarcialupi justified this by referring to the Burson Marsteller International report which showed that a large majority of multinationals took some account of EEC standards when planning future activities. The proposal now goes to the Council of Ministers for adoption.

pharmacists to use with level III. The specific programs to be provided by Vestric will be determined in response to market demand. In addition the ICL personal computer is capable of being enhanced to link into public and private viewdata networks such as Prestel and Merlin.

John Kerry says that following the recent closure of Grundy, which supplied Link level II hardware, Vestric have seized the opportunity of making the major step of advancing beyond the use of a system which was designed for the home computer market. To pharmacists

who bought into the Link system on the understanding that they could gradually build up to what Vestric is offering in Level III — without having to scrap the lot and start again — Mr Kerry points out that in a year the demand from pharmacists will be for bigger things, for which a more business-orientated computer will be more suitable. He also suggests there may be advantageous terms available for those who do want to trade in level II for III, although no details are available.

Link level III, including micro processor, printer (choice of two) and monitor will be available for £1,995 + VAT. Vestric have arranged with ICL to provide maintenance support on a same day service basis. The system has 64 Kb of RAM and four RS232C interfaces. An additional 2 × 764Kb of storage is available on discettes. The first Link level III installations will be carried out early in November. The system will be demonstrated at the computer exhibition at 1 Lambeth High Street, this weekend (October 22 & 23).

ASA rejects complaint about Pampers

The Advertising Standards Authority has rejected a competitors' complaint about advertising for Pampers. Ashton Brothers took exception to the claims that "Pampers special liner protects babies from wetness better than terries terry nappies" and "Pampers protect babies from wetness like terries never could".

However, the advertiser, Proctor & Gamble, provided acceptable substantiation based on construction and design of the liners. P&G also said that their in-home testing had confirmed that mothers considered the benefits of Pampers to be real and easily perceived.

Vestric and ICL launch Link level III

Vestric are to launch Link level III next month — with a complete change of hardware which makes the new system enhanceable to meet all a pharmacist's likely computer needs for the next decade, they say.

Vestric are linking with ICL to provide what they claim is the first true basic computer available to pharmacists. Marketing manager John Kerry says the enhancement capabilities of Link level III make the new developments "tremendously exciting".

Level III offers improved performance on Level II in the areas of order entry and prescription label printing. The new hardware will enable orders to be stored in the memory even when the system has been switched off; another improvement will be that the pharmacist can easily update the drug file which can be more extensive than that of other systems.

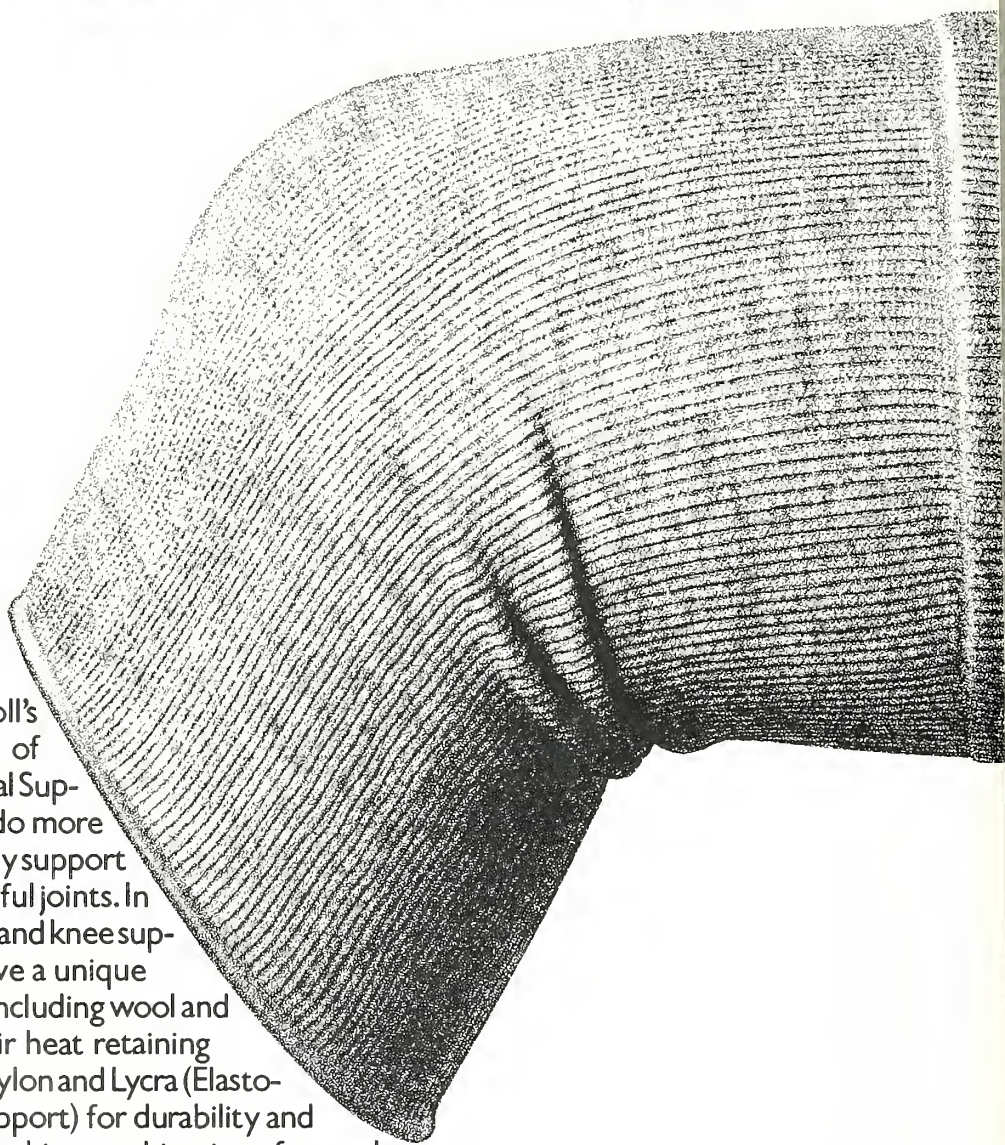
The major advance of Link level III is the greater enhancement capability, says Vestric. It is based on ICL's PC15 which makes it capable of handling a pharmacists' purchase and nominal ledgers, VAT returns, salaries, stock control co-ordination and so on. The capability to drive one or more cash tills, possibly linking up a group of pharmacies, and to handle patient records are among the merits of the system.

Already some 200 software programs are commercially available for



Will Neale (second right) pictured at his retirement presentation last month. Mr Neale officially retired as local organisations officer and EEC liaison secretary of the National Pharmaceutical Association at the end of September after thirteen years as a key figure. Pictured from left to right with Will Neale are Donald Ross, NPA chairman, Joe Wright, former NPA director, and Tim Astill, the present director of the NPA

Thermal Supporters. Painful joints will soon warm to them.



Scholl's range of Thermal Supporters do more than simply support aching, painful joints. In gloves, socks and knees supports, they have a unique blend of fibres including wool and Meraklon for their heat retaining qualities as well as nylon and Lycra (Elastodiene in the knee support) for durability and support. Providing a soothing combination of warmth, comfort and support.

The warmth offers symptomatic relief to sufferers of Arthritis, Rheumatism, Fibrositis and other muscular and joint disorders. The support helps to keep the joints in alignment.

Together they relieve pain and aid mobility, keeping joints warm and comfortable.

No matter how cold it might be outside.

For further information contact

Scholl (UK) Limited, 182 St. John Street,
London EC1.

Available at Boots and leading Chemists.



Scholl

Thermal Supporters

Warmth, comfort, support.

Tegretol 100mg recall

Pharmacists are asked to return 500 tablet packs of Tegretol 100mg batch numbers G649 and G650 through the usual channels.

Some of the packs may contain oversized tablets but the clinical risk is believed to be small, say *Geigy Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex RH12 4AB*.

'Ask your chemist'

Pharmacists who are asked "interesting questions" by their customers are asked to send them, along with their answers, to the National Pharmaceutical Association for possible inclusion in its "Ask your chemist" series which is regularly featured in the local Press.

Press officer Tanya Turton is the contact at the NPA. She would also like to know of any local papers not featuring the series.

■ Kodak Ltd will have an experiment in Spacelab-I aboard the next mission of space shuttle Columbia on October 28. The experiment has been designed by Dr John Padday of the research division and examines the physical attraction of a solid force liquid.

PEOPLE

Mr S. D. Buddhdev, MPS, has won the "weekend for two in a London or Paris hotel" prize in the draw for visitors to this year's Chemex exhibition. However, Mr Buddhdev, of Seymour Levine Chemists, Edware, Middlesex, has opted for the cash alternative.

Deaths

Short: On October 15 in Ealing Hospital, Mrs Agnes Lothian Short, FPS, ALA, FIL, aged 80. Mrs Lothian Short was the Pharmaceutical Society's librarian from 1940 until December 1967. Qualifying as a pharmacist from Heriot-Watt University in 1925, she served three years with W.H. Fowler, Redhill, Surrey then ten years with Allen and Hanburys before joining the Society. In 1944 she was elected an Associate of the Library Association. As keeper of the Society's historical collection and an expert on drug jars, she contributed many articles to catalogues and journals, including *C&D Special Issues*. The Society's collection of antiques was extended enormously during this time. Her husband, Mr G.R.A. Short, FPS, died in 1980.

TOPICAL REFLECTIONS

By Xrayser

Too much

There's too much happening. At work, and in the community I serve, everyone is fully stretched preparing for something or other. Christmas and the Winter season, concerts, shows, dinners, dances and good works. Every charity in miles has homed in on me as if I were their last hope. I wring my hands and bleat about snatchbacks, but they just pretend that's a new kind of pig, or my little joke, and proceed to hold out their hands for baksheesh. But at least they *ask*, so the required amount is not arbitrarily deducted from my earnings.

When I open the *C&D*, what do I find? Practically the whole of it given over to the reporting of serious matters affecting my business, and comment on them. I find myself wishing it would all go away. All I want is a quiet life, untroubled by worries I feel I have not deserved. Have I not striven all these years to serve the community, without actually counting the cost of my every action? "Kind," people called me. The only word I can find which properly describes me in view of the recognition we have received, from our Society, DHSS, and Parliament would appear to be "stupid."

I have not sought discounts from the wholesalers. I do not want to know about parallel imports, despite recent approaches from the Continent. Only following the final demise of Sangers have I received the blessing of discount which I knew would inevitably bring a train of trouble ever after, but which I had to accept . . . or surrender any pretence of profitable trading.

There can't be much doubt that conditions today have micro-shredded the contract which, despite some blemishes, served us well enough for twenty years. The introduction of the BPA moved us nearer a professional footing and seemed a good idea, but its misuse as a moral weapon against leapfroggers seems untenable to me. What we need is local control of openings by LPC's with the proposed opener having to argue his case, and those affected arguing theirs, before a full committee of peers. The whole question of ownership has to be debated now as well.

The only nice thing about discounts is that for the first time ever, the independent can assume he is on the same footing as the multiples so far as buying price is concerned. In the past he paid full wholesale, whereas the bigger groups picked up an extra hidden 15 per cent on everything. No-one took any notice of course, because that was fair and legitimate. But when everyone got it, it

was no longer fair. Funny sort of logic.

But with a snatchback of profits, assumed to have been taken by all of us over the past three years, we face difficulties, and I believe the fight is on in earnest. Mr Allen Tweedie's comparison with the solicitor and his practice is so apt as to need no further comment. His letter should be cut out and mounted on the walls of every pharmacy.

What concerns me is the degree of commitment each of us is willing to make for a better future. The NPA, hard-headed in comment, suggests we would be unlikely to take industrial action. They are dead right, except in that we may have to do a great deal more in our individual premises to project ourselves as a threatened species. I don't think it's true. I shall survive, but with rancour in my heart as I see how badly I fare when compared with the other parallel professions.

Laborious

With the election of Mr Kinnoch as leader of the Labour Party, it would be a good idea for LPC's to review what they are doing to present their case to Parliament. One of the first things the new man did was to press Mrs Thatcher for a debate on the NHS. It was refused. Labour now proposes to allocate one day of opposition time to the subject. With careful cultivation of all MP's we could bring some understanding of our problems, and prepare the ground for change. Now is the time for us to plan for the provision of pharmaceutical services in this country, so as to make the best use of our resources, ensuring an adequate return to us and an economic deal for the Government.

Batteries

We are in for a hot time this Christmas if all the bumpf plopping through my mailbox is any indication of advertiser spend in the battery market. The new Ever Ready product is coming to wipe the grin off the Duracell packet, while a host of others will be trailing in its skirts. I suppose the weight of TV will persuade people to ask for this new marvel drumming its way into New Year?

I find it odd that no-one has called on me yet to sell in. Plenty of people are pushing Duracell — in which I see the evils of parallel importing also seem to apply, since my last lot have come from France. However I am not weeping too hard. I have made a better profit, and do not think the French would accept a generically inferior product.

Natural ingredient platform for Alberto VO5 relaunch

Alberto Culver are relaunching the VO5 range of haircare products on a platform of natural ingredients. In the shampoo and conditioner ranges natural henna, camomile and green apple are now joined by natural honey for dry hair, natural silk for normal hair and natural oat milk for frequent washing.

Says Geoff Willsmer, senior product manager VO5, "Natural ingredients are highly desirable in shampoos and conditioners, yet very few mass market brands actually deliver. The ingredients within the new range represent the most desirable ingredients in mass market hair care."

VO5 hairspray and styling spray have also been relaunched. Prices have been realigned and are now £0.49, £0.79 and £1.09 for the 125ml, 250ml and 425ml shampoos, £0.56 and £0.86 for the 100ml and 200ml conditioners, £0.69 for the 175ml hairspray and £0.75 for the 104ml styling spray.

To support the range the company has allocated £1.8m for a national television advertising campaign which breaks November 14 and runs for three weeks. Sample sachets of oat milk shampoo and conditioner are to be carried in the December issues of the IPC young



women's magazines.

To promote the relaunch the 125ml shampoo and 100ml conditioner will also carry a free sachet of natural foaming bath seeds and the 250ml shampoo and 200ml conditioner will be available in banded packs carrying free guest soap. *Alberto-Culver Co Ltd, Houndsmill Industrial Estate, Telford Road, Basingstoke, Hants RG21 2YX.*

Insette campaign in women's Press

A £50,000 advertising campaign for Insette foam set and conditioner will take place in the November and December issues of the women's Press.

Half-page colour advertisements will appear in 15-20 titles including *Woman*, *Woman's Weekly*, *Honey*, *19*, *Woman and Home*, *Cosmopolitan*, *Company*, *Jackie*, *She* and *Annabel*.

Insette is on television in Granada and Yorkshire regions until the end of the month when the campaign will continue with a roll-out in Central, Scotland, Tyne Tees and Harlech. *LEC (Liverpool) Ltd, Lec House, 4 Picton Road, Liverpool L15 4LH.*

Haliborange posters

Farley are to back their recent repackaging of Haliborange vitamin products with a two-month national poster campaign in November and December.

The two humorous posters will be featured in Adshells in shopping precincts



near High Street pharmacies, the company says. Also available is a shelf organiser and counter unit with showcard, to complement both the new orange and yellow packs and the poster campaign. *Farley Health Products Ltd, Plymouth PL3 5UA.*

Cameo discounts

Packs of Cameo pant liners are currently banded in twos and during November and December quantity discounts will be available on the Cameo press-on towel range. Details are available from company representatives. *Robinsons of Chesterfield Ltd, Wheat Bridge Mills, Chesterfield, Derbyshire.*

Family holidays with Farleys

Consumers can win one of five Horizon family holidays worth £1,000 each in Farley's rusks latest on-pack offer.

They are asked to place in order of importance six reasons why Farley's are the only "golden discs" of goodness and complete the sentence: "A family holiday with Horizon and Farley's means..."

Each entry must be accompanied by three golden disc tokens found on all Farley's low sugar and original rusks. There are four tokens on the family pack, two on the large pack and one on the small pack.

Full details of the promotion appear on the family pack of low sugar and original rusks. The five family holidays are in Mojacar, Spain and there are 30 £100 holiday vouchers for runners-up. *Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.*

Slym range grows

Cheese-filled snacks containing less than 100 calories are the latest addition to the Slym range. Individually cellophane wrapped, the Slymsnaks will retail for £0.25 each (trade £7.50 for an outer of 40). Advertising for the launch will run next Spring in women's interest and slimming magazines including *Here's Health*, *Health Now* and *New Health*. *Health & Diet Food Co Ltd, Seymour House, 79 High Street, Godalming, Surrey GU7 1AW.*

Autumn TV push for Sanatogen...

The Autumn advertising campaign for Sanatogen starts October 24 with a five week national advertising campaign commencing October 24. The £1.2m campaign features a new advertisement with the theme "D'ya feel alright?" promoting Sanatogen multivitamins, multivitamins with iron, and children's vitamins. *Fisons Pharmaceuticals, 12 Derby Road, Loughborough, Leics LE11 0BB.*

... and Strepsils

A £700,000 national advertising campaign for Strepsils breaks during the first week of November running through to February. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham.*

The cough stops here.

But the loyalty goes on, and on, and on.



Benylin* isn't just your top cough product. As a trusted prescription product, it has generated a great following of loyal customers who appreciate its effectiveness and ask for it by name every time they need it.

And they appreciate the fact that there's a special Benylin to cope with most types of cough. The range includes not only the highly popular Benylin Expectorant, but also Fortified Linctus, Paediatric and Benylin Mentholated for nasal congestion and cold symptoms. Every one of them a top business builder for you.

**WARNER
LAMBERT** *Trade mark R62249

Further information and data sheet available on request from Warner-Lambert (UK) Limited, Southampton Road, Eastleigh, Hampshire SO5 5RY. Tel: 0703 619791.

Benylin*

PARKE-DAVIS

YOUR No. 1 COUGH PRODUCT

Benylin range: Expectorant: Diphenhydramine HCl BP 14mg, Ammonium Chloride Ph Eur 135mg, Sodium Citrate Ph Eur 57mg, Menthol BP 11mg. Fortified: Diphenhydramine HCl BP 14mg, Dextromethorphan HBr Ph Eur 6.5mg and Sodium Citrate Ph Eur 57mg, Menthol BP 11mg. Paediatric: Diphenhydramine HCl BP 7mg, Sodium Citrate Ph Eur 28.5mg, Menthol BP 0.55mg. Mentholated: Diphenhydramine HCl BP 14mg, Dextromethorphan HBr Ph Eur 6.5mg, Pseudoephedrine HCl BP 22.5mg, Menthol BP 175mg.

VAT, OTC, 5ml. per day.



Based on the Park System, Macarths Choice is quite simply one of the most advanced Micro-computer/Label Printer packages available.

Designed and priced with the user in mind, Choice features a 48K RAM Sharp MZ80A computer with fully integrated keyboard, VDU and cassette tape unit.

It is powerful, compact and great fun to use.

'Work station' support is provided by the advanced Epson RX80 printer. Regarded and recognised as being the printer most suited for pharmacy.

The RX80 is fast, reliable and equally efficient for label printing and word processing.

Choice is a system based on options, nothing is left to chance, equipment counts for little without the right level of professional software. The Choice system offers to provide a full range of software specifically tailored to everyday running of a modern pharmacy.

Prescription Labelling, Stock Control, VAT, Book Keeping even Word Processing are available to help make running a pharmacy easier, more efficient and more profitable.

Most topical of all the Choice software options is the Prescription Labelling Program which allows up to 1000 nominated drugs to be held on file, complete with their PIP Codes. The VDU shows every item as it is selected, provides full user prompts and allows easy correction of input errors.

Pre-set dosage warnings can be set on the labels, individual warnings can also be added.

The entire program can be easily mastered by a 'beginner' in a matter of hours and produce up to twelve easy to read prescription labels every minute.

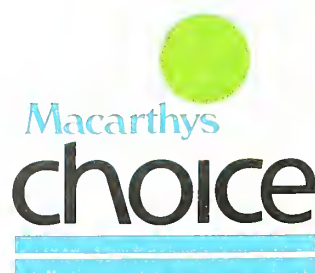
Choice is unique; the microcomputer whilst finely configured to pharmacy functions is not totally dedicated to those functions, it can be used for many other purposes. It will even play computer games.

Choice is more than just technology, Choice is a concept. Choice gives you the options to suit your business needs.

This concept will soon be expanded with the scheduled introduction of a second and equally powerful computerised package: a PDT* (Portable Data Terminal) configured for fast direct ordering utilising PIP and Bar Codes.

Invest in Choice and truly you'll be investing in a system with exciting growth potential, a potential that Macarths will continue to explore, developing new programs and ideas based upon your – the customer's need and experiences.




Macarths
choice

More than just technology

*Presently completing trials Available early 1984



Harmony can colour hair in 14 different shades. Or just one.

Colourful campaign for Harmony

Promotional and advertising support for Harmony hair colour gets underway during November and December with an earring offer in eight young magazines including *Look Now*, *Jackie*, *My Guy* and *Seventeen*. A free pair of fashion earrings, in black or red, will be offered to readers who send in a Harmony packet.

During December, a Harmony trial offer will be advertised in *Cosmopolitan*, *Company*, *Fizz*, *Woman's Story*, *True Story* and *True Romances*. Readers will

be invited to send in any two Harmony packets, and in return will be sent a free Harmony hair colour in the shade of their choice. The two offers will run concurrently with the second phase of Harmony's present £250,000 advertising campaign which has the theme "Harmony colours your hair in fourteen different shades".

Double page colour advertisements, featuring a girl wearing a Red Indian multi-shaded head dress of Harmony "feathers", are scheduled for the December issues of selected women's magazines. *Elida Gibbs, PO Box 1DY, Portman Square, London W1A 1DY.*

January offers

Almay are launching three "special" offers in January. Fresh look make-up in three variants — moon beige, honey beige and golden beige — will be available in 76ml tubes for £2.80. Liquid make-up in the variants — soft moon beige, soft beige and soft honey will come in 50ml bottles for £2.65 while non-oily eye make-up remover and remover oil have an extra 50ml free with every 125ml bottle (£2.75). The offers runs while stocks last. *Almay, 225 Bath Road, Slough, Berks.*

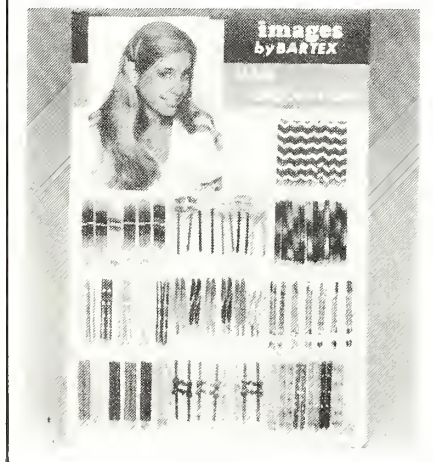
Making Progrès

A cream heralded by its manufacturers as one that provides a positive solution to existing wrinkles is now available from Lancôme.

Forming part of the Progrès range, Progrès intensif rides, 40ml (£16.85) is formulated from "bioproteo-leurique" (a Lancôme exclusive complex) filters,

collagen, preservatives and fragrance. *Lancôme Ltd, 14 Grosvenor Street, London W1X 0AD.*

Showcards carrying 10 different styles of hairslides (120 pieces) are available from Bartex. Marketed under the Images range the slides will have a recommended retail price of £0.25. The units are packed 40 per carton. *Alfred Franks and Bartlett Co Ltd, 167 Freston Road, London W10*



Swivel v Blue II — pricing war hots up

Wilkinson Sword are relaunching and repositioning the Swivel twin-blade disposable razor putting it in "direct competition with Gillette's Blue II". Says Terry Irwin, marketing manager, "We have repositioned Swivel with a price parity to Blue II... I am confident that we are going to see a dramatic increase in our sales figures and a corresponding drop in those of Blue II."

To support the relaunch a national advertising campaign is currently running throughout October and November in all ITV areas and on Channel 4. The advertising carries the theme that the Swivel twin-blade disposable with a pivoting head is available for the price of an ordinary fixed blade disposable. *Wilkinson Sword Group Ltd, Langley Hall, Station Road, Langley, Slough.*

Into '84 with Guy Laroche

Perfume vaporisateurs containing Fidji and J'ai Osé will be available from January 14. In ivory and claret they will retail for £22 and £25 respectively with refills available at £11.50 and £12.90. *Parin Ltd, 14 Grosvenor Street, London W1X 9FB.*

Beguiling looks from Rubinstein

To create a more beguiling look Helena Rubinstein have put together three quintet eyeshadow collections (£8.75). Two of the quintets — cocktail glace and cocktail indien — have a powder-cream texture while the third — cocktail précieux — has a cream-gel formula.

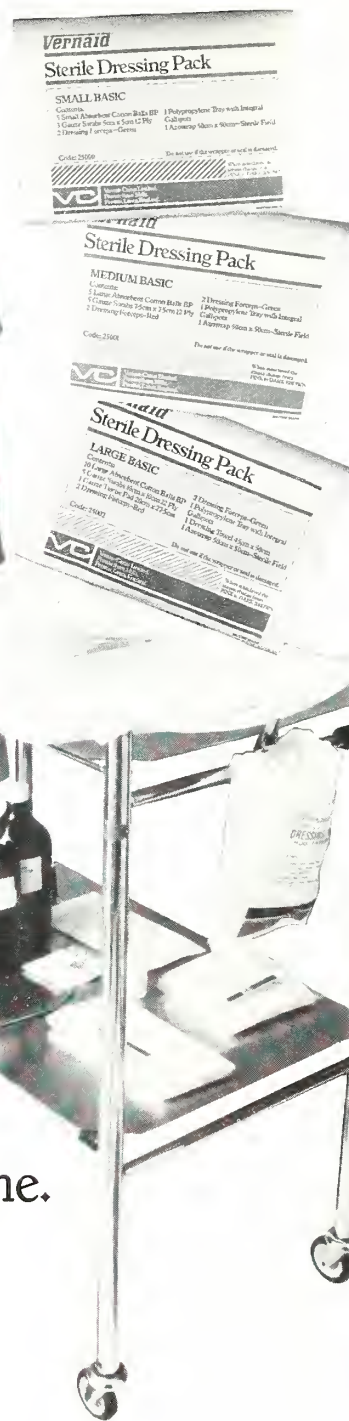
The Bijoux colour collection comprises a "comprehensive selection of the latest accent shades that may be worn in numerous ways".

Presented in a mirrored slimline compact, the collection includes six eyeshadows, a black kohl pencil, a black water-resistant mascara, two tones of powder blusher and two tints of shiny lipgloss. Also included are two duo-applicators and soft natural hair blusher brush (£12.95). The collection, available from November 1, will contain a £3 voucher redeemable against any pre-Christmas Skin Life Treatment purchase. *Helena Rubinstein, Central Avenue, West Molesey, Surrey KT8 0RB.*

In the ward, theatre and in the home...

Vernaid® Sterile Dressing Packs, used under the exacting conditions of hospital operating theatres and wards, have a reputation for the highest quality throughout the medical world.

The same high standards are maintained for the preparation of Vernaid® Drug Tariff Dressing Packs for dispensing or sale to patients at home.



Vernaid®

The leading name in Sterile Dressing Packs in the hospital and home.

From your usual wholesaler.



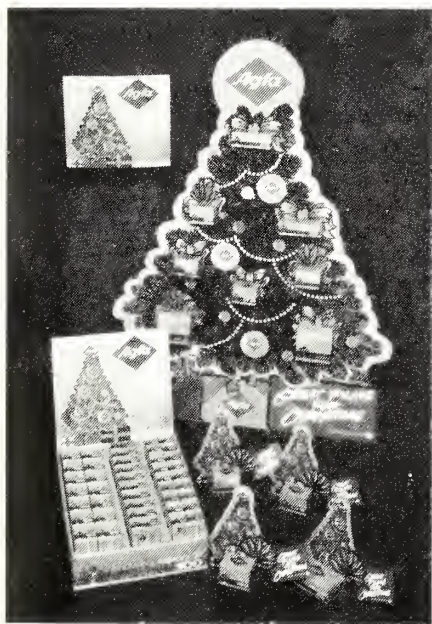
Vernon-Carus Limited
Penwortham Mills, Preston, Lancs. PR1 9SN
Telephone: Preston (0772) 744493/8

Agfa's Xmas spirit for TV and POS

Agfa are giving television support for their films with a 160-spot campaign in the London, TVS and Central areas beginning on November 28 and including some showings on Channel 4.

The theme of the campaign is: "Pictures so life-like you'd think they were real". One man's Agfacolor pictures of a children's Christmas party are transformed in the television advertisement into the "real thing" before his very eyes. Agfa say viewers in the areas should have an opportunity to see the commercial up to four times.

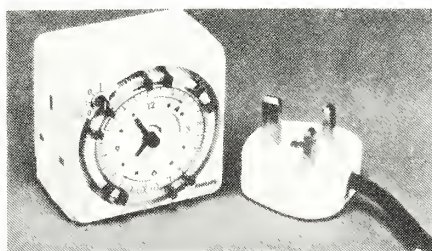
They are offering "very favourable"



discounts to dealers on Agfacolor 100 print film and Agfachrome 200, CT 21 and CT18 slide films in a Christmas promotion. Also available is new POS material including a 3ft tall free-standing card Christmas tree which has places to display eight film packs in its branches. Window stickers, film crowners, and film dispenser tie in with the festive theme. Agfa-Geveart Ltd, 27 Great West Road, Brentford, Middlesex TW8 9AX.

Timely launch

Philips enter the £2.6m timer market this month with the launch of a plug-in timer, HR5280. The 24-hour timer, which plugs straight into the mains socket, incorporates an analogue clock on its front face making fine tuning easy. The timer has a synchronised drive and the programme is clearly visible. The briefest "switch-on" time is 30 minutes and the



timer can be programmed for every 15 minutes. A manual over-ride switch is also incorporated. The Philips plug-in timer is priced at about £12.99 and coloured white. *Philips Small Appliances, Drury Lane, Hastings, Sussex TN34 1XN.*

November campaign for Nimslo camera

The Nimslo-3D camera is to be advertised in mid-November colour supplements of the *Sunday Times*, *Observer* and *Mail on Sunday* as well as the *TV Times*.

Purchasers of the camera up to December 31 can take advantage of £30 of free processing through a voucher — POS is also available. *Photopia International Ltd, Mayfair sales division, Hempstalls Lane, Newcastle, Staffs ST5 0SW.*

The tonic to give relief from life's little ups and downs



Labiton is formulated to overcome tiredness and listlessness. It also contains Vitamin B₁ to make up deficiency resulting from recent illness or anorexia.

Recommend

LABITON[®]

Kola & Vitamin tonic

the pleasant way to ease life's little problems



Laboratories for Applied Biology Limited
91 Amhurst Park, London, N16 5DR

Labiton is a trademark

Kodak competition and Xmas offers

Amateur photographers, whose photo dealers use the Kodak Printcare service, are eligible to enter a photographic competition. Using Kodacolor VR film competitors are invited to enter a photograph that illustrates the qualities and capabilities of the film speed they choose. The competition is divided into four sections each of which represents a different film speed — 100, 200, 400 and 1000 ASA. Each entry must be accompanied by a Kodacolor VR film carton flap and each photograph stamped on the back as proof of Kodak printing.

First, second and third prizes in each category are a Nikon FE2 camera, a Kodak Carousel projector and £50 worth of Kodacolor VR film. The first 50 photographs received will be made into poster prints. The competition closes December 23 and will be judged in January.

Other activity by Kodak includes two offers to run between Christmas and February 17 of next year. On all initial developing and printing orders customers will be able to choose either a free Kodacolor film or 20 per cent off the price of the D&P.

Starting now and running through to

From 30ml to 50ml...

The 30ml Alain Delon and Le temps d'aimer eau de toilette atomisers have been replaced by 50ml vaporisers (£8.95 and £10.95 respectively). *Frangère Ltd, PO Box 201, 17 Winwick Street, Warrington, Cheshire.*

Keeping warm with Pretty Polly

Ramblers is the latest addition to the Pretty Polly range of hosiery. An acrylic bouclé knit tight, Ramblers are available for both adults (£1.20) and children (£0.99). During the launch period the adult Rambler will be available with a 25p off next purchase coupon to encourage

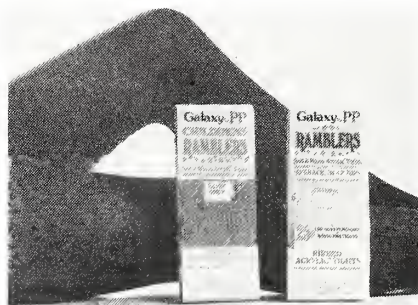


Mr Andrew McCoig, MPS (left), who runs three pharmacies in the Croydon area receives his prize as winner of the Savlon Dry Summer promotion. The prize, a Commodore 4000 is presented by Mr Mike Keen (right), representative in the Croydon area: Mr Gerald Wareham, Southern area sales manager, looks on

February 17 is a Grand Prix promotion for dealers using the Printcare service. Prizes to the value of £6,000 are available. Based on scratch and see cards each order sent to the Kodak D&P laboratory will be returned with an entry card. Each correct entry is worth 10 points and the more points amassed the greater the prize. *Kodak Ltd, PO Box 66, Kodak House, Hemel Hempstead, Herts.*

trial and repeat purchase.

The range is being supported until the end of the year with an advertising campaign in the women's Press and a poster campaign in the London Underground. In-store POS material will include a feeler swatch to show both the colour and texture. *Distributors: Pharmagen Ltd, West Lane, Runcorn, Cheshire.*



Seward ibuprofen

Seward Pharmaceutical are introducing a generic OTC pack of ibuprofen tablets 200mg and 400mg.

The tablets are presented in a white Pharmapac container with a Clic-Loc closure shrink-wrapped on a tray of one dozen (ibuprofen 200mg, 25 tablets £0.88; 400mg, 12 tablets £0.84). The product is available through wholesalers only.

Seward Pharmaceutical, Charlwoods Road, East Grinstead, Sussex RH19 2HL.

Supplies of empty gelatine capsules

Steinhard wish to remind pharmacists that they are able to supply small quantities of empty gelatine capsules for extemporaneous dispensing. Prices per 100 are as follows: 000, £5; 00, £4; 0, £2; 1, £1.90; 2, £1.80; 3 and 4, £1.70 and 5, £1.50. *M.A. Steinhard Ltd, 702 Tudor Estate, Abbey Road, London NW10.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampian
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	C1 Channel 1
Bt Breakfast Television		C4 Channel 4

Askit powders:	Sc
Biactol:	All areas
Bic razors:	All except U
Canderel:	All areas
Complice:	All areas
Corimist range:	M,Y,So
Deep Heat:	M
Euthymol toothpaste:	Ln, all C4 areas
Infacare:	All except A, all C4 areas
Jo-ba range:	Lc,So
L'Aimant:	All except U,B,Lc
Pampers disposable nappies:	Sc,A,U
Pseudouce Babyslips:	All C4 areas
Redoxon multivitamin:	Lc,Sc,So
Revlon Flex range:	Ln,M,Y,So
Sanatogen range:	All areas
Scholl Soft Step:	M,Sc,G
Seven Seas cod liver oil capsules:	Y,NE
Swivel razor:	Ln, all C4 areas
Wright's coal tar soap:	Ln,Y,So

André Philippe



Please write or phone for Coloured Brochure — Price List.

Sales—Home and Export—Ring 01-736 2194/736 2397

71/71b GOWAN AVENUE,
FULHAM SW6 6RJ, LONDON, ENGLAND



THE COLD TABLET

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as tablets or a pleasant tasting, cherry flavoured liquid.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

Indications: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 8 tablets or 8 doses of elixir in 24 hours. Children 6 years and over – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. Children 1 to 5 years – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, receiving MAOIs, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. Elixir containing 3 mg Phenylpropanolamine Hydrochloride BP 12.5 mg Paracetamol PhEur and 0.5 ml Ethanol (96%) in 5 ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. Containers of 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL0101/5907. Elixir PL0101/5908. Information is available on request from Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 21 0883

Dorsey
LABORATORIES

COUNTERPOINTS



Ian Ferrie, MPS (centre) of A. Lomas Ltd, Margetson Crescent, Sheffield, receives £1,000 in cash as first prize in Unichem's August top ten cash bonanza. Presenting the prize is Ken Seal, Unichem non-executive director. Also pictured are the shop's staff who will be sharing £100

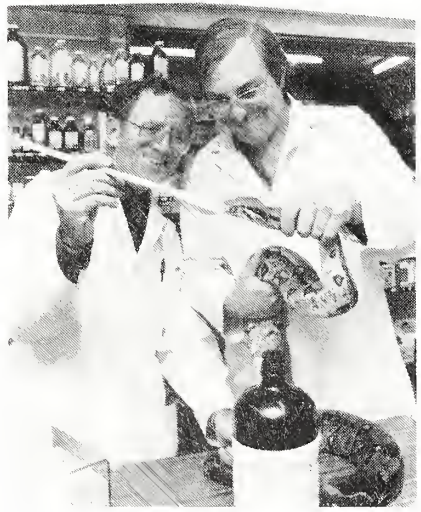
Xmas TV campaign

Pino Silvestre will be on television for the first time in the run up to Christmas. The advertisement, with a Venetian theme, will be screened in the London, Central, Granada and Yorkshire regions from November 28. *Thomas Christy Ltd, North Lane Aldershot, Hants GU12 4QP.*

Carmen add style

Soft 'n Misty (£9.95) is the latest hot styling brush from Carmen. With an optional steam mist facility for longer lasting shape and curl the styling brush has a press button rollamatic curl release

Nottingham pharmacist, Mr Geoffrey Hill (left), had a strange request from pet shop owner Steve Zlotowitz, whose pet boa constrictor had a sore throat. Mr Hill was asked to calculate the dose of antibiotic needed for 11lb Donald the boa. After Mr Hill had obliged, Zlotowitz arranged a retake of the situation and the picture, reproduced here, was run in Nottingham's Evening Post recently



and transparent water reservoir. Livery is white with blue graphics. *House of Carmen, Carinen House, Deer Park Road, London.*

PRESCRIPTION SPECIALITIES

Indolar SR capsules

Manufacturer Lagap Pharmaceuticals Ltd, Peasmarch, Guildford, Surrey
Description Blue/colourless capsules containing white sustained-release beads. Each capsule contains 75mg indomethacin

Indications Active rheumatoid arthritis, osteoarthritis, ankylosing, spondylitis and periarticular disorders such as bursitis, synovitis. Also in inflammation, pain and oedema following orthopaedic procedures
Dosage Adults one capsule once or twice daily depending on patient need and response. Should be given with food or milk to reduce the chance of gastrointestinal disturbance. Not be given to children under 14 years

Contraindications, warnings etc As for other preparations or indomethacin
Packs 100 capsules (£22.35 trade)
Supply restrictions Prescription only
Issued October 1983

Doxylar capsules

Manufacturer Lagap Pharmaceuticals Ltd, Old Portsmouth Road, Peasmarch, Guildford, Surrey GU3 1LZ
Description Capsules containing 100mg doxycycline (as hydrochloride).
Indications Treatment of variety of infections caused by susceptible strains of

Display pack offer on Tiger Balm

Arrowmed Ltd, who recently took over the marketing and distribution rights for Tiger Balm, have an offer on the product until the end of the year.

Purchasers of either 24 x 8g (£1.12) or 12 x 19g (£2.28) red or white formula Tiger Balm receive free an eight-unit display pack containing two packs of each size and variant worth £13.60 at retail. Alternatively chemists can purchase the display pack for £7.88 trade. *Arrowmed Ltd, Meadsted House, 102 High Street, Alton, Hants GU34 1EN.*

Gram-positive and Gram-negative bacteria

Dosage Adults: 200mg first day followed by maintenance dose of 100mg per day. For more severe infections 200mg should be given throughout.

Children: Over 50kg normal adult dose. Not recommended for children under 50kg. For other dose schedules see data sheet.

Contraindications, warnings, etc As for other preparations of doxycycline. Should not be given with antacids containing aluminium, calcium, or magnesium as these impair absorption. As bacteriostatic drugs may interfere with the bacteriocidal action of penicillin, should not be given in conjunction with penicillins

Pharmaceutical precautions Protect from light

Packs 10 capsules (£4.45 trade)

Supply restrictions Prescription only
Issued October 1983

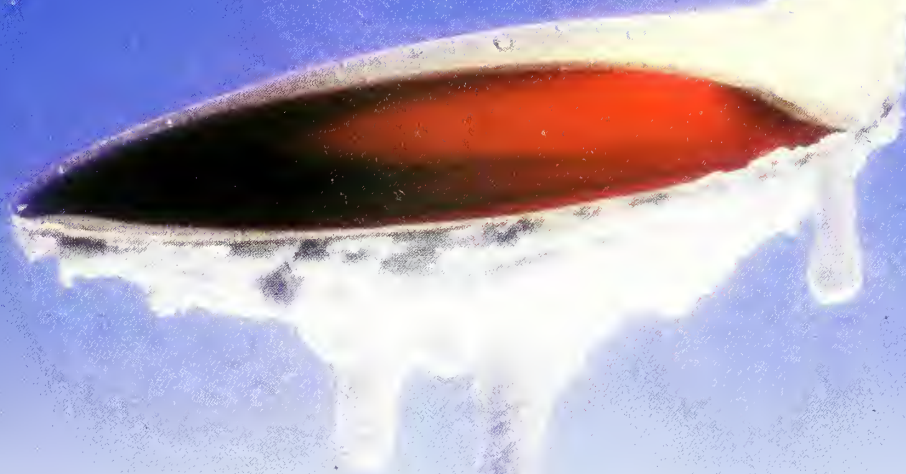
Logo goes

The appearance of Dulcolax tablets is to be changed. Future batches will be marked "Dulcolax" on one side and not with the company logo. The tablets are otherwise unchanged. *Boehringer Ingelheim, Southern Industrial Estate, Bracknell, Berks.*

Sanomigran transfer

Sanomigran 0.5mg and 1.5mg are being transferred from Wander to Sandoz and will be packed in Sandoz style. The 0.5mg tablets are now marked "SMG", not Wander. *Sandoz Products Ltd, PO Box Horsforth No 4, Calverley Lane, Horsforth, Leeds LS18 4RP.*

TRIOGESIC



THE COLD LIQUID

Triogesic provides just the right combination of decongestant and analgesic to quickly relieve the blocked nose and headaches of colds and sinusitis.

Free from anti-histamines, Triogesic relieves cold symptoms without drowsiness – an important feature for those who must stay alert.

Suitable for both adults and children, Triogesic is available either as a pleasant tasting, cherry flavoured liquid or as a convenient tablet.

SETTING PROFESSIONAL STANDARDS IN COLD CARE

ns: Decongestion and pain relief in colds, sinusitis and otitis media. **Dosage and Administration:** Adults – 1 or 2 tablets, or 4 x 5ml spoonfuls of elixir, every four hours. Do not exceed 4 tablets or 8 doses of elixir in 24 hours. *Children 6 years and over* – half a tablet, or 2 x 5ml spoonfuls of elixir, every 4 hours. Do not exceed 4 tablets or 4 doses of elixir in 24 hours. *Children 1 to 5 years* – 1 or 2 x 5ml spoonfuls of elixir every 4 hours. Do not exceed 4 doses in 24 hours. **Contra-indications, Precautions:** Hypertension, heart failure, glaucoma, urinary retention, MAOI's, beta-blockers. **Presentations:** Tablets containing 12.5 mg Phenylpropanolamine Hydrochloride BP and 500 mg Paracetamol PhEur. *Elixir* containing 3 mg Phenylpropanolamine Hydrochloride BP 125 mg Paracetamol PhEur and 0.5ml Ethanol (96%) in 5ml. **Basic NHS Cost:** Containers of 12 tablets, £0.38. Containers of 30 tablets, £0.73. 100ml elixir, £0.70. Bottles of 150ml elixir, £0.82. **Product Licence Numbers:** Tablets PL0101/5907. *Elixir* PL0101/5908. Information is available on request from: Dorsey Laboratories, 98 The Centre, Feltham, Middlesex TW13 4EP. Triogesic is a Trade Mark. TR 20/0883

Dorsey
LABORATORIES

Salaried service?

Xrayser is absolutely correct in his description of the situation (*C&D*, October 8), except that he overestimates the role of the proprietor. Those few of us who are left, are merely allowed to fill in the unprofitable niches in the commercial environment, and are mopped up by big business, when and if it suits them. There can be no way forward for the individual proprietors as a group.

This leaves us to consider the "profession". Surely the way forward is to demand a contract with our employer, the NHS. For example, an individual

would work directly for the Health Service with a wage and conditions negotiated by the membership as a whole and the salary paid as a completely separate item by the state direct to the pharmacist. This would allow the state to provide a dispensing service where necessary and would provide pharmacists with protection by their professional organisation.

The unity this formed in the profession would make it possible to defend our interests, defend the interests of our patients, unite us with our hospital colleagues, and transform our future.

K. Hampson
Godstone

Red/blue or white — a 'parallel' problem

Recently my sister-in-law collected her regular monthly repeat prescription from her doctor's surgery. She took it as usual to the local pharmacy, which she has done for a number of years.

She was handed a package containing dispensed items without comment. Some days later, having finished the previous original pack of 60 Feldene, she opened the Feldene most recently dispensed and, finding the capsules were white, not blue and red, immediately made a long distance telephone call to me to ask my advice.

I told her that I had only ever seen blue and red Feldene and suspected that the white ones were parallel imports. I advised her to return to the pharmacy to clarify the situation. She later telephoned to say that the result of the visit was that a

"young woman" came out of the dispensary and said "Oh, these are the French ones, but you should be getting the blue and red ones in future".

I leave my colleagues to judge the effect on pharmacy's image that this kind of incident engenders.

D. Webb,
Kirkby in Ashfield.

Computer games for pharmacists?

May I take issue with the monotonous advertising and computer labelling series in your magazine, and also such letters as those from A. Korsner (*C&D*, October 8, p655) — far be it for me to suggest that letters should be shorter when a word processor is used — and offer a suggestion that you should insist a lunchtime computer game be included free in every package.

Surely games such as "Frogger",

"Defender" and "Dungeons and dragons" could be adapted for NPA approval. "Mouser" might involve steering a grey blob from the staff tea room to the hole without being trapped, trodden on or spotted by the Society inspector.

In "Dispenser", jet propelled white figures zap dust and tidy away after arrays of increasingly incompetent locums. The pharmacist's ability to contact the doctor to verify an incompletely written prescription, surmounting such obstacles as receptionists, telephonists, other surgery personnel (and their close relatives) of various degrees of reliability and obstreperousness, could be exploited by such an adventure game as "Dungeon with dragons". Points could be won by the means used to bypass the obstacles, eg tactical means 10 points, doctor's personal phone number 5 points, destroying obstacle with laser gun 0 points (but terrific fun).

Or could this cause a move back to handwritten labelling?

D. Solomon
Liverpool L18

Contract 'hunt'

The horn has sounded and the hunt is on for a new contract. Unfortunately, the huntsmen are blinded by clouds for they are suggesting ideas that cannot possibly exist within the present financial climate.

I am all for a new contract and rational location which protects community pharmacy right down to the smallest contractor, but we must, even in the heat of the moment, be sensible and logical.

Alan Smith states that net profit is now less than 0.5 per cent. Get your facts right, Mr Smith, mine is low, but not that low. Mr Smith also states that additional monies must be paid by the Treasury to finance "the new tasks pharmacists are being urged to take on". Yes of course we need this, but in the present financial climate it will be nigh impossible.

We are all in a strait jacket contract which is in dire need of change, but we must accept present conditions that will demand more from us for less money. The only way to combat this is to fight the DHSS very hard with our negotiating teams and for all pharmacy to show a united front.

I look forward to the PSNC conference in November, at which debate will be very fierce and tempers high. But I hope LPC reps will discuss sensibly the action to take; let us not have a repeat of past LPC conferences.

A.D. Allen
London E18.



Members of the Holistic Pharmacists' Association at their inaugural meeting last week at Larkhall Laboratories, Putney. The meeting, chaired by Mervyn Madge, approved the objectives as presented by Tony Pinkus (see *C&D*, October 1, p565). A committee has been appointed to undertake groundwork necessary to establish the association. From left to right are Ms Katy Fermor, Mr Mervyn Madge, Miss C. Boyle, Mr S. Khan, Mr Tony Pinkus and Dr R. Woodward

Who's behind our market share?



Unit sales of Heinz Babyfoods are more than five times
se of any competitive brand - with 65% of total baby
d sales.* Who is responsible for this massive leadership?

Babies... They enjoy the taste, goodness and wide range of
nz varieties - catering for all meal occasions and all age groups.
and Mothers... They know Heinz provide the widest
ge of pure baby foods, free from all artificial preservatives,
ourings and flavourings.

and Heinz... Through guaranteed high quality, heavy-
ght advertising, sampling and a successful policy of product
ovation (the new range of Pure Fruits alone already
ounts for 6% of all baby food sales). *Source: AGB RS&B Year to June 1983

and You... Your role is vital - maintaining stocks of your
full variety range to keep pace with the high demand and
rapid turnover.



A real meal for a baby.



AT LAST THE JUICE TEAT

Whether a baby is breastfed or bottle fed, by the time he is one month old he will both enjoy and benefit from regular juice drinks.

So what could be a more natural way to give juice to a baby than with his own special Juice Feeder?

And naturally the new Juice range is unique to Nursery. The very latest in the Nursery range of products by Griptight, the Juice range is poised to open up a refreshing new market opportunity for you.

The new Juice Teat is made from soft moulded rubber and is specially designed to cope with anything from diluted syrup to natural fruit juices and extracts. Hygienically sealed in see-through blister packs, they are supplied in outers of 15, giving you a colourful pop-up counter display.



There's a 125ml Juice Feeder too, attractively decorated with a fruit pattern so mothers can easily distinguish it from their milk feeders.

And probably the brightest idea of all! The Juice Trainer. Absolutely unique, the Juice Trainer attachment fits neatly onto the Juice Feeder and simply takes the place of the teat, giving a brand new drinking vessel that bridges that vital gap in the market between teat and training cup.

Cleverly shaped to fit the mouths of young babies, the Juice Trainer is designed to help babies progress in feeding development.

And mouthwatering new packaging will ensure that very soon mothers will be automatically asking for Nursery Juice products when they buy their baby drinks. It's only natural.

Talk to your wholesaler now. And get just a taste of the rich pickings to come.

NURSERY
A RANGE OF PRODUCTS BY GRIPTIGHT

BABIES DON'T JUST DRINK MILK.

AT LAST THE JUICE TRAINER



The Nursery range of products includes teats, nipple shields, feeders, soothers, disposables and baby wipes. Further details of all our products can be obtained from Karen Brazier, Customer Services, Lewis Woolf Griptight Limited, Oakfield Road, Selly Oak, Birmingham B29 7EE. Tel: 021-472 4211.

Infant feeding from pint to 'pinta'

C&D has now entered its 125th year and will be reviewing the period in a series of articles in forthcoming special features. In the first of these Michael Whitcroft, Cow & Gate's marketing manager, looks at developments in infant feeding from a time when rice and beer were favoured through to more modern and specialised infant formulae.

In the last quarter of the 19th century, the developing childcare movement and the greater acceptance of advanced education for women resulted in major advances in the science of feeding babies.

Early in the 19th century four different methods of feeding were recognised: suckling by the mother; suckling by a wet nurse; feeding with animal milk, and feeding with pap — a mixture of bread and milk. Oatmeal, rice or barley boiled in cow's milk was given at the end of the first month, and even the youngest babies were fed on boiled rice and beer — according to the popular German custom. At six months they would be introduced to puddings and at eight months to meat. Contemporary mentions are found of a "three-months' belly-ache", common amongst children of that age, or of the "weaning sickness" that awaited the breast fed child.

Gradually, it became was that these crude, experimental methods of feeding should be avoided, at least for the first five or six months, and breastmilk given alone.

Infant feeding and infant mortality were very closely associated. Official records comparing the relative effects of breast and hand feeding refer to foundling hospitals where hand feeding was customary. In 1850 the mortality rate among dry-nursed infants was three times that of breast-fed children (53.9 per cent to 19.2 per cent) compounding the fear of hand feeding.

Failure of artificial feeding methods were largely caused by the lack of suitable utensils. The household cup and spoon were unsuitable and so the primitive, but at the same time, highly ingenious, invention of using a cow horn became popular. The cow horn, with its tapering end, was easily obtained, cost little, its size and shape were convenient, it was durable and easy to use.

Before long, a glass bottle of similar shape was introduced and subsequent improvements have conformed more or less to the original shape. The teat was

made from parchment or leather pierced with a few small holes at the end and filled with sponge to prevent it collapsing. A heifer's teat was developed and well received until the introduction later in the 19th century of two or three slightly specialised bottles — Elam's, Maw's and Cooper's. The old and unsatisfactory teats were still retained although much ingenuity was spent in devising something better. Decalcified bone teats, wooden teats, india rubber teats and even metal teats were tried in turn but the parchment, leather and heifer teats held their own.

The 'biberon'

The introduction of the "biberon" — quite a new but complex style of feeding bottle from Paris, was hailed with enthusiasm, and thereafter the feeding bottle developed but it still kept its original form.

Provided with a fairly satisfactory feeding bottle for the hand fed child, a mother deciding to artificially feed her child was faced with a confusing array of products with which to fill her baby's bottle, each claiming to be "the best substitute for mother's milk".

Infant food advertising focussed on the "authority of science" in order to attract customers. Journals such as *Babyhood* and *American Motherhood* educated mothers. Books like the "Science of motherhood" (1894) and the "Science of feeding babies" (1916), appeared in ever increasing numbers.

Milk supplies in the 19th century, especially urban supplies, were associated with extreme filth and subsequent ill health. By 1881, intestinal disorders, scarlet fever, diphtheria, septic sore throat, typhoid and tuberculosis had all been traced to contaminated milk. The pure milk campaign aimed to provide the public with milk which was unadulterated and germ free. This was achieved in two ways — by producing the milk in dairies regulated by a medical commission which inspected the animals and their housing, monitored their feed and did the bacteriological testing. Alternatively, the milk was heated to a temperature that would destroy all pathogenic non-sporeing bacteria. Although less costly and complicated this method of purifying the milk was slow to gain acceptance due to the nutritional quality.

Previously, it was thought that most foods had much the same nutritive value, but in 1846 Justus von Liebig, a German chemist, described all living tissue, including food, as being composed of different proportions of fats, carbohydrates and proteins. One of the foods most analysed was cow's milk which was found to have a significantly higher proportion of protein and a significantly lower proportion of carbohydrates than human milk. This chemical observation supported the earlier infant feeding formula which usually consisted of diluted cow's milk mixed with sugar. Observations on the difference in texture and taste between human and cow's milk had gathered a wide variety of

Continued on p736

S. MAW, SON, & THOMPSON'S PATENT FEEDING BOTTLES FOR INFANTS.



"THE ALEXANDRA"
FEEDING BOTTLE.

Green Glass, with Earthenware Caps .. 6/6
White Glass, with Earthenware Caps .. 12/-
White Glass, with Screw Metal Caps .. 12/-
White Glass, with Gilt Earthenware Caps
and extra Fittings 20/-

"THE EXPORT"
FEEDING BOTTLE.

Green Glass, with Metal Caps .. 4/-
Green Glass, with Wood-top Corks .. 3/6
White Glass, with Earthenware Caps .. 6/6
White Glass, with Screw Metal Caps .. 8/-



SPECIAL QUOTATIONS TO LARGE BUYERS.

Advertisement which appeared in C&D in 1873

Continued from p735

Search for 'complete' infant food

recommended dilutions and sweetness.

Liebig invented one of the first milk modifiers in 1867. This product consisted of wheat flour, some cow's milk and malt flour with a little bicarbonate of potash to reduce the acidity of the wheat and malt flour. He claimed that these ingredients provided the infant with all the nutritive elements of human milk and was more digestible. The formula's preparation was complicated and time consuming. Several imitators tried to simplify the procedure. The most successful was Mellin's who made Liebig's original formula commercially viable. The company printed booklets for mothers and physicians and distributed trade cards and posters. Their advertising claimed: "Fresh milk is also deficient in certain nutritive elements which are necessary for a baby's welfare. Mellin's food supplies these nutritive elements and, what is equally important, furnishes them in a form suitable to the growing child."

There was still a nagging worry about the local milk supply. A possible solution was a "complete" infant food of which Nestle's and Horlick's appear to have been the most popular.

Henri Nestle developed Nestle milk food in Switzerland in 1867 by combining a Liebig-type formula with condensed milk. By 1873 the product was on sale in the United States and at least 16 other countries. In Racine, Wisconsin, the Horlick brothers, William and Hames, marketed a Liebig-type granular food, "Horlick's food for infants and invalids". They recognised that its major drawback was the addition of milk. In 1883 William invented a way to reduce whole milk to a dry form in combination with their infant food and named the product "Horlick's malted milk".

Introduced as an infant food, Borden's Eagle brand condensed milk addressed the problem of poor milk. Preserving sweetened milk in a vacuum was developed in 1856 by Borden.

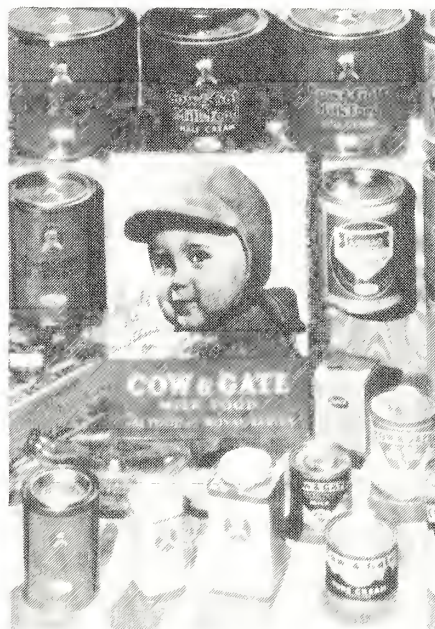
Evaporated milk

The 19th century thrust for evaporated milk in infant feeding came from the Helvetia Condensing company, better known as the Pet Milk company. Their Highland brand advertised as "a perfect infant food", claimed to be: "Unadorned, unskimmed, unadulterated", and "free from noxious germs".

Several advances had been made in nutritional science by the 1920s, among

them the discovery of some vitamins and the recognition of dietary deficiency diseases. In 1902, the milk roller drying process appeared in the UK and some of the first machines were used at Cow & Gate's creameries in the West Country. In 1904, reports were published by the Carnegie Laboratory in New York, showing the beneficial results of feeding some of the poorer tenement-housed children of New York, on dried milk. At about the same time, the medical officer for health for Leicester, asked Cow & Gate for large supplies of full cream milk powder, and later, for half cream milk powder, to feed babies and children.

In 1905, dried full cream milk, dried half cream milk and dried separated milk



Cow & Gate's past products

were being promoted, and in 1908 an advertisement for Cow & Gate's dried pure English milk appeared in the first volume of the *Medical Officer*.

Breast feeding was still very definitely "every mother's duty". It was continued for nine months — and much longer in some cases.

In 1909 the mortality rate for infants of under one year was 108.73 per 1,000 live births and feeding difficulties played a large part in these figures.

One minor difficulty existed with all artificial feeding methods — the need for supplements like orange juice and cod liver oil to provide the necessary vitamins lacking in milk. Only one infant food company eliminated part of this problem in the 1920s. In 1915, Dr J.H. Gerstenberg of Cleveland's Western Reserve University, developed SMA, a new infant formula. Working from the premise that cow's milk and human milk fat are not the same, he removed the butter fat and replaced it with a mixture

of vegetable and animal fats which approximated the fatty acid composition of human milk. Furthermore, when a newly patented vitamin D concentrate became available in 1923, SMA added this element to its basic formula, thus eliminating the need for at least one supplement in bottle feeding.

The artificial feeding of babies was becoming more widespread because experience showed that a well-chosen substitute for mother's milk could be a completely satisfactory food for baby. Many babies whose mothers were unable to nurse them, were reared from birth on dried milk powders to become healthy and bright children when, not so many years earlier, they would have had little chance of survival.

Close liaison with paediatricians led Cow & Gate to develop milks which had unique roles to play.

Specialised foods

In 1933 they introduced humanised milk, and a range of specialised foods were developed for babies with metabolic disorders. Cow & Gate's tropical foods were formulated to cope with ailments like sprue and similar digestive disorders.

When war started in 1939 all baby food manufacturers became caught up in the war effort. The supply and distribution of liquid milk assumed added importance. During the war and through the ensuing years of rationing baby foods came, in effect, under the control of the Ministry of Food. Food rationing ended in England in 1954 and some freedom returned to the milk industry.

Throughout the 1960s extensive medical research was undertaken into the best formula to feed babies. 1970 saw the introduction of Cow & Gate's range of sterilised prepared feeds exclusively for hospital use. Dried baby milks were further modified to suit infants' needs better, and all the major infant formula manufacturers produced a range to suit both babies with normal appetites and those who were very hungry.

Research over the last ten years into the feeding of premature and low-birthweight babies has produced products like Nental and Prematalac used in hospital special care units.

There have also been considerable developments in specialised formula foods, for example, Formula S soya protein food for babies, infants and adults who are allergic to cow's milk protein, and Glutenex for those with coeliac disease.

Today's manufacturers are constantly modifying and reformulating products as new medical evidence comes to light.

FOR A PAIN RELIEVER TO WORK IT SHOULDN'T BE A PAIN TO SWALLOW.



Give a baby a nasty tasting medicine, and the chances are that most of it will end up on his chin.

Give him Calpol and it's a different story. Our special suspension minimises solubility. So the bitter taste of paracetamol is masked.

There's no need to dissolve or prepare it. And within half an hour, it can relieve the pain or temperature.



Wellcome

Simple answers to everyday babycare problems.

(Whether from teething, influenza, or just a common cold). It's hardly surprising that doctors frequently prescribe it. Or that it's acquired such a good reputation.

But it may reassure you that it's only available through pharmacists.

Next time you're asked to recommend an infant pain reliever, you should counter-prescribe Calpol. Anything else might prove a bit of a mouthful.



PRESENTATION: EACH 5ML DOSE CONTAINS 120MG PARACETAMOL BP IN A PLEASANTLY FLAVOURED PINK SUSPENSION. **USES:** THE RELIEF OF PAIN (INCLUDING TEETHING PAIN) AND FEVERISHNESS. **DOSAGE:** CHILDREN 3-12 MONTHS 5ML FOUR TIMES DAILY 1 YEAR TO UNDER 6 YEARS 10ML FOUR TIMES DAILY 6 YEARS TO UNDER 12 YEARS UP TO 20ML FOUR TIMES DAILY NOT MORE THAN 4 DOSES SHOULD BE ADMINISTERED IN ANY 24 HOUR PERIOD. DO NOT REPEAT DOSES MORE FREQUENTLY THAN 4 HOURLY. **DOSAGE FOR CHILDREN UNDER 3 MONTHS IS AT PHYSICIAN'S DISCRETION.** **CONTRA-INDICATIONS:** NONE KNOWN. **PRECAUTIONS:** TO BE USED WITH CAUTION IN THE PRESENCE OF RENAL OR HEPATIC DYSFUNCTION. **SIDE AND ADVERSE EFFECTS:** SIDE EFFECTS ARE RARE IN THERAPEUTIC DOSES. REPORTS OF ADVERSE REACTIONS ARE RARE AND ARE GENERALLY ASSOCIATED WITH OVERDOSAGE. ISOLATED CASES OF THROMBOCYTOPENIC PURPURA, METHAEMOGLOBINAEMIA AND AGRANULOCYTOSIS HAVE BEEN RECORDED. NEPHROTOXIC EFFECTS ARE UNCOMMON AND HAVE NOT BEEN REPORTED IN ASSOCIATION WITH THERAPEUTIC DOSES EXCEPT AFTER PROLONGED ADMINISTRATION. OVERDOSAGE MAY CAUSE HEPATIC NECROSIS. **COST TO RETAILER:** 70ML £0.47, 400ML £0.86, 1 LITRE £6.27 (PL3/5067). FURTHER INFORMATION IS AVAILABLE ON REQUEST. **WELLCOME CONSUMER DIVISION, THE WELLCOME FOUNDATION LTD, CREWE, CHESHIRE. CALPOL IS A TRADE MARK.**

Babymeals almost keep up with inflation

The babymeals market has remained static over the past year, valued at around £45m. However, Cow & Gate estimate the chemists' share is now worth about £26.3m — a 3.6 per cent increase on February, almost keeping pace with inflation. Meanwhile volume is down by about 6 per cent.

The split between sales volume of wet and dry meals has remained remarkably consistent over the last two years, say Cow & Gate, while dried babymeals "have plateaued out". Robinson's, however, disagree saying the dried babymeals segment has continued to grow at the expense of wet foods, from 58 per cent of the total market in volume in 1981 to 62 per cent in 1982.

Robinson's baby foods marketing manager, Roger Northway, says the company maintains "that dry weight equivalent is the only meaningful way of expressing volume, as it equates to the solid food the baby is eating". He claims they have the number two brand overall with an 18 per cent sterling share (24 per cent through chemists) and "top slot" in the dry foods sector.

The company says the main reason for the growth of the dry sector has been the relaunch of its own product. Further sales promotion activities are planned for the rest of the year, but details were not available as *C&D* went to Press.

Mums prefer . . . ?

Cow & Gate believe that mothers prefer wet meals and that jars are preferred to cans. "All the consumer research we have ever done has conclusively shown that mothers prefer the more natural appearance and consistency of meals in the ready-to-feed format and to see what they are buying when they make their purchase."

Cow & Gate say they are pleased with their range's performance. "Since the relaunch, volume sales of Cow & Gate babymeals are up 15 per cent on the same period last year," and average weekly sales are up 50 per cent on the four months immediately prior to the relaunch. Cow & Gate's volume share of the jar babymeals sector through independent chemists stands at 80 per cent (23.3 per cent of the babymeals market through chemists).

Independent consumer panel data indicates that since the beginning of the



Courtesy of Farley Health Products Ltd

year the number of mothers buying Cow & Gate's babymeals has doubled. "The investment that we have made in Cow & Gate babymeals will continue through to 1984 with heavyweight advertising and sampling being maintained," says the company.

All Cow & Gate products are being supported this month and next with a £50,000 national consumer promotion featuring TV nanny, Wendy Craig. Advertising in the motherhood Press is planned together with POS leaflets.

Heinz too have had success with their Pure Fruits range, suitable for babies from four months old. "Response from mothers and the trade has been exceptional," say Heinz.

"Latest figures show that pure fruits have captured a 6 per cent unit share of baby food sales and have expanded the total market."

Heinz invest £1.7m

Overall Heinz claim a 65 per cent share of the babymeals market and a 46 per cent share in chemists. The company says they have continued to invest heavily in backing their products with a £1.7m spend this year on advertising and promotion.

The company stresses that a balanced range of varieties is essential so that

mothers feel they are able to give their babies a nutritious menu across the meal courses with plenty of variety. "The number of varieties in stock is the key to getting it right and a wide range is more important than the price."

Following the launch of eight new varieties in April, Gallia baby food sales are significantly ahead of last year, say Victoria Baby Foods. Improvement in sales of smaller jar varieties is attributed to sampling through Bounty Services Weaning Packs launched in July.

Rusks

Along with the disposables market the rusk market is one of the few sectors of the trade which has actually shown an increase in 1983. Volume sales are up by 5 per cent while sterling value has remained static, say Cow & Gate.

Farley's predict the market will be worth £12.5 million in 1984.

The chemist sector has shown an increase of over 15 per cent in volume over the past 12 months, and now approaches half the market, say Farley's.

There has been a lot of activity this year with emphasis on low sugar products.

Farley's launched their low sugar rusk in May containing 15 per cent sucrose. Cow & Gate then relaunched their Liga rusk in July, bringing the sugar level down to 12½ per cent "which makes it the lowest sugar rusk on the market". Cow & Gate believe that mothers prefer the shape of their product because it is easier to hold. Liga has a 13.4 per cent volume share through independent chemists which increased to 14.6 per cent in May and June after heavyweight sampling, the company says.

Bickiepegs too are experiencing their share of increased sales. The company says it is taking on more staff to cope with orders. Sales are up 20 per cent in volume on March, success they attribute to their new packaging.

Milupa recently extended their rusk range with a muesli rusk. The company claims their rusks took 35 per cent of sales through independent chemists in the four weeks to June 18.

Farley say they take over 75 per cent of the market with the low sugar rusk increasing the chemists' share by 15 per cent since launch, and now holding the number two position after the original rusk.

In the long term they believe it will take over as the main variety although they argue there will always be a place for the original rusk. At present, Farley's believe, it is only new mothers who are using the low sugar rusk.

IT'S ALWAYS BEEN HARD TO PUT INTO WORDS HOW GOOD YOU FEEL ABOUT DRAPOLENE.

'Gurglegoo
gaaagoo'

Jane, 1952.

Gurglegoo
gurglegoo

James, 1969.

Sarah, 1982.

We've been soothing babies' bottoms for thirty years. And for thirty years been getting the same response. So we've every reason to be confident of Drapolene nappy rash cream.

Not only does it prevent the irritation; it treats it. That's thanks to the benzalkonium chloride which destroys ammonia-producing bacteria.

Its slightly acidic properties help

restore the skin's natural pH. And its soothing cream base acts as a barrier against urine.

By using Drapolene as a treatment, mums will be relieved to see how effective it is against nappy rash.

By using it regularly, they can be confident that the chances of re-occurrence are slight. And remember. If they listen to what their babies have to say about it, you



Wellcome

can be sure they'll be back for more.

Simple answers to everyday baby care problems.



PRESENTATION: BENZALKONIUM CHLORIDE 0.01%, CETRIMIDE 0.2% IN A PINK, WATER MISCIBLE, CREAM BASE. **USES:** PREVENTION AND TREATMENT OF URINARY AMMONIA DERMATITIS, PARTICULARLY NAPPY RASH, TREATMENT OF MINOR BURNS AND WOUNDS. **ADMINISTRATION:** ADULTS TO BE APPLIED TWICE DAILY CHILDREN TO BE APPLIED EVENLY AT EACH NAPPY CHANGE, PARTICULAR ATTENTION BEING PAID TO THE FOLDS OF THE SKIN. BEFORE APPLYING DRAPOLENE, THE AFFECTED AREA SHOULD BE DRY AND FREE FROM ALL TRACES OF SOAP. **CONTRA-INDICATIONS:** PATIENTS WITH A HYPERSENSITIVITY TO EITHER OF THE CONSTITUENTS. **SIDE AND ADVERSE EFFECTS:** ALLERGIC REACTIONS TO DRAPOLENE ARE RARE. **COST TO RETAILER:** 55G £0.41, 100G £0.63, 500G £3.04 (PL3/5069) ADDITIONAL INFORMATION IS AVAILABLE ON REQUEST. **WELLCOME CONSUMER DIVISION, THE WELLCOME FOUNDATION LTD, CREWE, CHESHIRE DRAPOLENE IS A TRADE MARK.**

The bot



Anyone who stocks our economy packs along with
So stock up with our fastest growing line and you

tom line.



standard size is taking a very profitable step.
on be in the pink. **Robinsons of Chesterfield**



CHESTERFIELD, DERBYSHIRE S40 2AD

Here's a new drink-as good for you as it is for babies.

Milupa have always been the innovators in the infant food market.

By introducing exciting new products, Milupa have become the clear brand leader in independent chemists*.

So we're pleased to announce that now we're entering the baby drinks sector with a brand new Milupa Infant Drink.

This granulated, natural drink, containing glucose and fennel, is new to the UK but has proved tremendously successful in Europe.

We're helping you repeat that success here with the biggest sampling campaign ever seen in the baby drinks market.

That's in addition to large and small showcards, window/till stickers, shelf wobblers, sample display units and leaflet dispensers and special introductory prices through your wholesaler.

milupa[®] **Infant Drink**

The new generation of Baby Drinks

For further information please contact Milupa Limited, Milupa House, Hercies Road, Hillingdon, Uxbridge, Middlesex UB10 9NA.
Telephone: Uxbridge (0895) 59851.

*Independent audit



Milks — a little optimism but soy still main hope

Independent chemists took a 31 per cent share of sales volume in the £45 million baby milks market in the first six months of the year. Sterling value has increased 3 per cent, say Cow & Gate, but volume is down 6 per cent. The birth rate, however, showed a small increase over the first half of the year and a Sheffield study suggests that breast feeding levels may have plateaued out.

The birth rate seems to have levelled out in the first six months of the year, showing a half per cent increase on the same period last year. The number of births was up 0.8 per cent in England and Wales and up 1.5 per cent in N. Ireland. But in Scotland the trend is still downwards with a drop of 1.5 per cent.

"The increase represents a further 2,300 potential customers," say Cow & Gate. Set against that breast feeding rates are running high but may have plateaued out over the past year, according to a study in the *British Medical Journal* recently.

The Sheffield study shows that breast feeding can be increased to about 50 per cent (65 per cent to 69 per cent at birth) and confirms a relative resistance to breast feeding by social classes IV, V and VI. Whether the trend is the same nationally remains to be seen, says the report, but the

level of the plateau may depend on the social class mix of the sample.

"The main future source of improving the breast feeding rate will be in converting the less well educated section of the population to attempt to breast feed," says the report. It appears that a preconception education programme is needed to achieve any further improvement because maternity services, which only come into contact with mothers once the pregnancy has started, seem to have little influence after a certain level of breast feeding has been attained, the report suggests.

Brand shares

The milks market is estimated to be worth about £45m to £46m. Wyeth say they dominate the standard formula sector with a 45 per cent value share in the last four months with Farley second and Cow & Gate third. Farley claim they have taken over second place from Cow & Gate with a 28 per cent volume share overall. In the independent chemist sector Farley say their share also stands at about 28 per cent but they are just pushed into third place by Cow & Gate.

Sterling value has increased 3 per cent while volume is down 6 per cent, say Cow & Gate. The independent chemists' volume share of the market appears to be about 31 per cent for the first six months of the year.

Cow & Gate say their volume share through independent chemists is 30 per cent with Wyeth taking 38 per cent and Farley 26 per cent. Wyeth claim a 49 per cent share in chemists and drug stores.

Mothers decide on the brand of milk they will use by the time they leave hospital with their babies, according to Farley's, who say



Courtesy of Pharmax Ltd

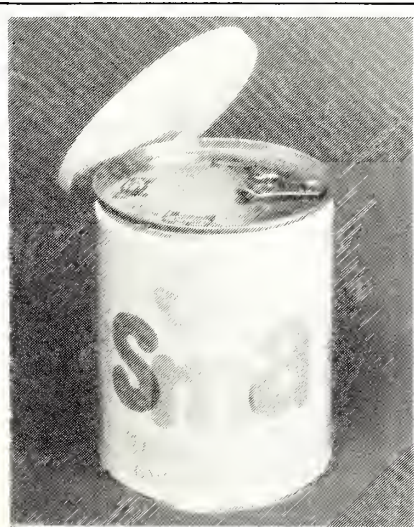
Ostermilks are available in 50 per cent of maternity units. The brand features in the "Bounty Book", "You and your baby", and the "Baby book", and other literature distributed by health clinics as well as in a £50,000 advertising campaign to "recommenders" in the health visitors' and midwives' Press running from October to June 1984.

Soy 'bouyant'

Wyeth and Cow & Gate agree that the £2.5 million soy sector is the most bouyant with sales up 50 per cent for the first half of the year. Wyeth claim a 72 per cent volume share (ie equivalent food volume) in the sector.

Because of a change in the demand for special dietary foods Cow & Gate say they will be modifying and updating some of their products in their specialised formula foods range and withdrawing others. Edosol, Galactomin 18, Galactomin 19, HF2 and separated milk food will be discontinued at the end of the year. The company say all changes have been made after consulting paediatricians and dieticians and mothers should not be inconvenienced. New products will be introduced to the range during 1984 — details to be released nearer the launch date.

The market for formula products has been depressed for the past three years, say Wyeth, but there are now signs of recovery and the company see 1984 as one of volume growth. "In anticipation of this we have increased our investment in promoting our products to the medical and nursing professions."



New name and new livery for SMA, now to be called White Cap SMA. Wyeth say the can design had become dated and did not accurately portray the quality of the product. And there was confusion with Gold Cap and the numerous names given to SMA, say Wyeth Laboratories, Huntercombe Lane South, Taplow, Maidenhead, Berks



SUBACONE

Long lasting Teats

SubaCone® Rubber Teats are a guarantee. The teat will last from birth to weaning. Can be cleaned, boiled or chemically sterilised. Hole size and shape will remain constant during use. SubaCone® rubber teats for breast and bottle feeding.

Made in England by—
WILLIAM FREEMAN & CO LTD.,
 Suba-Seal Works, Staincross, Barnsley, Yorkshire. Tel. 0228 84081 Telex 547786

NAPPY BABY



NESS IS SHAPED.

Nappiness is the warm, dry, comfortable feeling Peaudouce BabySlips produce on every shape of little bottom. And Nappiness is on the increase.

Now, we've introduced four separate strands of elastic instead of the usual one. They gently gather the waterproof backing snugly around a baby's thighs to give greater freedom of movement with less chance of leaks.

Combined with our unique, cut-away shape, extra-absorbent padding and stay-dry liner, our new multi-strand elasticated legs are yet another reason for mothers to choose Peaudouce. Stock Peaudouce BabySlips, in four sizes from mini to new Childsize.

Go on, spread a little Nappiness.



KEEP A BABY DRIER, LONGER.

Disposables still expanding with room for improvement

The value of disposable nappy market is projected as £83 million at rrp for 1983 according to the Disposable Baby Napkin Manufacturers Association who forecast that 816 million units will be sold this year — 20 per cent up on 1982 (26 per cent increase in sterling terms).

The present level of increase indicates that the British disposables market will grow even more quickly in next few years, says the DBNMA, predicting that sales will treble over the next five years.

Chemists in 1982 took a 62 per cent volume share of the market compared to 33 per cent through grocers. In 1981 the chemists' share was 73 per cent.

The lost share seems to underline a comment made by Bryan Dix, senior account manager Colgate Palmolive, when he warned pharmacists at the Unichem convention this year that they are vulnerable to attack from the grocery trade. He advised pharmacists to establish disposables in the front of stores because it is a weekly purchase, and to be innovative. He suggested offering a baby bib for £0.10 with every packet of nappies, giving special prices on a case, or displaying a photograph of a customer's new baby in the window after sending her a congratulations card.

Mr Dix emphasised that pharmacists were the people who mothers came to for advice and that they could influence mothers buying habits from "day one."

Over the first half of 1983, Peaoudouce say, their Babyslips and Lovmi brands of disposable nappies have continued to outgrow the market and they now claim to be the number three manufacturer with

a 20 per cent volume share.

The company attributes this success to a continued policy of innovation — for example the introduction of child-sized babyslips for larger babies up to age five, and in May, the launch of a multi-strand elasticated nappy leg, using four strands instead of one, to give greater comfort and fit while improving overall appearance.

Economy packs

Another introduction was carry cartons (60s and 76s) into the Babyslips size range this month. Over the past year there has been a substantial shift towards economy pack sizes, in line with the continent, and Peaoudouce estimate over 50 per cent of disposables sales will be in this size range by early next year.

Of their Lovmi brand, Peaoudouce say, it "is an excellent starter brand to bring mothers into the market" and has proved particularly successful in the chemist discount sector where the price has been as low as £0.85.

Plans are being finalised for a Christmas consumer promotion of a free Father Christmas mobile for the nursery.

Television advertisements reappear on October 24 on Channel 4 running for four weeks. And a national poster campaign is to run through November on 1,600 sites with a spend of around £375,000.

Robinsons of Chesterfield claim to have the number two brand in Paddi Cosifits taking a 22 per cent sterling share in chemists.

Robinsons say their aggressive pricing policy has had a dramatic effect on sales particularly in terms of the economy packs which now represent 40 per cent of Cosifit sales in volume terms.

The Hokey-Cokey babies will be appearing on television screens across the country again in a series of 10 second and 30 second spots this month and next on TV-am, together with peak spots on ITV and Channel 4. A heavyweight radio campaign, scheduled for London, Scotland, N. Ireland and Yorkshire runs to the end of the month as part of this year's £3.8 million advertising and



Courtesy Peaoudouce (UK) Ltd

promotional support for the brand.

Independent Chemists Marketing Ltd who say they pulled out of the all-in-one disposable nappy market at the beginning of the brand share war between Proctor & Gamble, Colgate and Robinsons, intend to relaunch Nu-Soft elasticated all-in-ones before the end of the year. Two years research and development has gone into the new product, say ICML, who are confident they will have a better product at a regular price which will be more competitive than the promotion prices of the major brands.

The Lullaby brand of all-in-one nappies has made big distribution gains in chemist outlets since its relaunch with "elasticated legs" earlier this year, say manufacturers Merrell & Pardoe.

Consumer acceptance of the product is being reflected in higher than forecast volume sales which stand at three times last year's level, they claim.

Lullaby insert nappy sales are holding firm despite the growth in all-in-one sales, and will continue to be an important profit earner for chemists for the foreseeable future, says Merrell & Pardoe. The one-way nappy liners, to be available from the end of the month, should retail at under £1. The liners, along with recent acquisition of Marigold Snappies and Threesomes baby pants, further strengthen our policy of providing a complete product range, they say.

International Disposables Corporation (UK) Ltd, who claim to be one of the largest packers of private label elasticated nappies, say there has been a five fold increase in volume in the last 12 months, and that the own label concept is rising dramatically.

For their own brand, Derrydown, the company plans to introduce economy packs of 6 x 30 in the toddler size from

Chemist & Druggist 22 October 1983



Courtesy Robinsons of Chesterfield

November 1. And from January next year infant will be available in 6 x 30 and newborn in 5 x 40. Derrydown nappies are predominantly supplied to outlets not selling own brand disposables, says the company.

Unichem's toddler size elasticated all-in-Ones are now available in packs of 30 as well as the standard 12 pack.

Trainer pants in large and extra large have been added to the range this month, on offer at £5.39 trade for a carton of 12, £0.56 per pack retail (normally £6.53 trade per carton of 12 and £0.72 retail).

One million packs of all-in-ones have been sold in the eight months to August, a response which is "far better than we ever envisaged," say Unichem.

Total sales of the whole baby range reached £5m retail to the end of August, and Unichem say they are planning another nationwide advertising campaign for 1984 after this year's success.

The DBNMA estimate that approximately 3.2 billion nappies were changed in 1982, averaging 9 million per day in the UK.

If mothers were converted 100 per cent to disposables, Bryan Dix estimates the market would be worth about £300 million.

Ashton Brothers, suppliers of the Zorbitt baby care range, say that although terry towelling's share of the market has been eroded slightly it is not nearly as much as the disposable manufacturers claim. Ashton's say that 55 per cent of mothers use terries all the time and 93 per cent use them in conjunction with disposables.

The DBNMA says mothers are becoming more aware that on a cost basis disposables can work out cheaper than traditional terries once electricity costs and detergent, sterilising solutions etc, are taken into account.

Chemist first choice for 'pharmaceutical' toiletries

Adult usage of baby toiletries seems to be well established, rising to about 80 per cent for talc and shampoos and the "wholesome image" of baby toiletries is becoming more important, according to a recent Mintel report (C&D, September 24, p521).

With such a wide range of products and varying degrees of adult usage, Mintel say that retail outlet shares are difficult to determine. Boots are by far the most important taking over half the market, and other chemists probably take another 20 per cent. Supermarkets have a similar share at around 24 per cent and are growing in importance for soaps, talcum powder and shampoo which have a high level of adult usage.

Pharmaceutical image

Chemists are first choice for products of a more pharmaceutical image, say Mintel. By contrast with its position in the baby clothing market, Mothercare is relatively unimportant, the report says.

The most dynamic sector is the pre-moistened wipes which Sterling Health predict will be worth £5.4 million in 1984, a 12.5 per cent increase on this year's estimated value of £4.8m.

Any assessment of the baby wipes market is complicated because it is segmented between products specifically for babies and those for more general use, say Mintel.

At first, there were problems in introducing a specific baby product but now it is estimated that whereas 20-25 per cent of specific baby wipes are used by adults, the use of ordinary wipes on babies is very limited.

The product was already in existence but it was Sterling Health who revolutionised the market with their heavily promoted, reel wound wipes. Since this innovation in 1979 the market

has grown five-fold, say Mintel. And they comment that the number of new entrants are "probably more than the market can support". Added-value products have appeared such as Maws Wipers which are moistened with baby oil rather than the standard alcohol-based cleansing fluid.

Taking sales

Sterling Health also introduced an added-value product in April when they launched Super Softies which has inevitably cannibalised sales of Baby Wet Ones, says Mintel.

Sterling Health dispute this saying Super Softies have not affected the growth of Wet Ones but have expanded the market. The two brands now hold a 45 per cent sterling share of the market. And they are currently offering 10 extra free wipes with 70 Baby Wet Ones and 22 extra free wipes with the 150 pack. At the same time packs of Super Softies carry a £1 booklet banded to each pack containing money-off vouchers redeemable on a number of products.

'Runaway success'

Robinsons of Chesterfield say their launch of Poppets babywipes in May has been "a runaway success" with the brand establishing a 19 per cent sterling share of the £4.5m wipes market.

Wipers have a 9 per cent volume share and a 23 per cent share through independent chemists, say Maws. The brand benefitted from the recent changing bag offer says the company, which attracted more than 5,000 applications.

Maws recently relaunched their baby powder, the latest of their baby care toiletries to appear in new packaging. A 300g pack retails at £0.99 making it very competitive, say the company.

Profit from Sudocrem's growth.

Sudocrem is now Britain's fastest growing brand of Antiseptic Healing Cream because your customers are asking for it by name.

Check your stock levels with your supplier to ensure that you do not run out of Sudocrem.

Out of stock means loss of profits.

Sudocrem
ANTISEPTIC HEALING CREAM
Napkin Rash • Eczema • Pressure Sores

Distributor for Great Britain
David Anthony Pharmaceuticals Ltd
59 Crosby Road North
Liverpool L22 4QD





It sells
disposable nappies.



It sells
baby shampoo.



It sells
rose-hip syrup.



It sells
rubber teats.



It sells
teething rub.



It sells
teething jelly.



It sells
plastic baby spoons.



It sells
cotton wool.



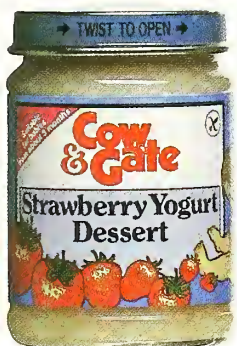
It sells
waterproof
plastic pants.



It sells
steriliser fluid.



It sells
gripe mixture.



It sells
cotton tips.



It sells
sterilising units.



It sells
calamine lotion.



It sells
changing mats.



It sells
toddler toilet
seats.



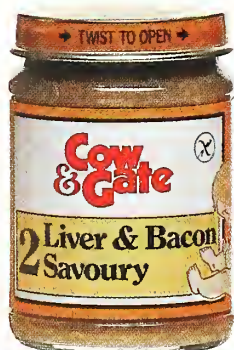
It sells
baby cream.



It sells
petroleum jelly.



It sells
baby powder.



It sells
cot sheets.



It sells
vitamin supplements.



It sells
breast pads.



It sells
baby toothpaste.

Many mothers whose babies started life on Cow & Gate milk insist, not unnaturally, on Cow & Gate Babymeals.

And in the jar sector, which now

accounts for around 30% of baby meal sales, our baby meals have 80% of the market.*

(And our biggest ever advertisement



It sells
sterilising
tablets.



It sells
safety pins.



It sells
baby orange juice.



It sells
bibs.



It sells
dried baby milk.



It sells
nappy rash cream.



It sells
baby wipes.



It sells
baby oil.



It sells
nappy steriliser.



It sells
feeding bottles.



It sells
baby bath fluid.



It sells
vitamin drops.



It sells
giving bags.



It sells
baby toothbrushes.



It sells
nappy buckets.



It sells
baby hair brushes.



It sells
expressing bottles.



It sells
terry nappies.



It sells
bottles.



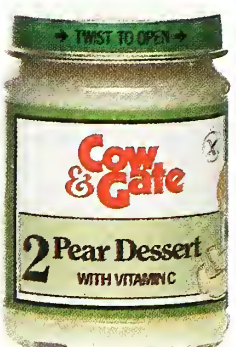
It sells
teething rings.



It sells
training cups.



It sells
dummies.



It sells
cod liver oil.



It sells
baby baths.

campaign is only just getting under way.)
Indeed, such is the loyalty of
others that if they don't find our baby-
products in your shop, they'll go elsewhere.

And you'll lose out on sales of all
your other baby products.

And you wouldn't want
that, would you?

**Cow
& Gate**
The Babyfeeding Specialists

Two short steps to grown-up food.

Savlon relaunch and extend baby care range

The relaunched Savlon baby care range now comprises eight products following the introduction of baby oil and baby bath. "We now provide everything the modern parent needs to clean baby and protect it from irritating and easily avoided problems such as nappy rash and chafing skin," say Care Laboratories.

With a new fresh smell and updated packaging the range now includes: the baby oil (150ml, £0.95) and baby bath (250ml, £1.40) together with baby cream (50g, £0.69; 100g, £1.15), baby lotion (250ml, £1.40), baby powder (100g, £0.55; 250g, £1.10), pure baby soap (150g, £0.45), baby shampoo (250ml, £1.40), nappy liners (£1.14) and one-way nappy liners (£1.49).

All come in clinical white containers featuring the Savlon baby care logo in blue. Bottles have pink caps to match the Savlon heart logo.



Research on the market by Care Laboratories estimates that only 43 per cent of baby toiletry purchases are made specifically with the baby in mind.

A national advertising campaign,

extensive sampling and full promotional activity including exhibitions and conferences are planned for the range but details were not available as C&D went to Press. Care Laboratories, Badminton Court, Amersham, Bucks.

New additions for Cannon in '84

Cannon say they are to introduce four products in the New Year — a soother, a bib, teething rings and a breast pump.

The orthodontic soother, specially designed to avoid non-alignment of the teeth, will have a ventilated shield.

The Cannon blue pelican bib will be competitively priced and will have attractive POS material, the company says, while the range of teething rings in four shapes will be manufactured in a new material.

Cannon say there will almost certainly be introductory offers on all the new products which will appear in a full colour trade and consumer Babysafe booklet.

They claim a 40 per cent volume share

of the chemist trade for their Babysafe range. Cannon Rubber Ltd, Cannon Works, Ashley Road, London N17 9LH.

Benjy goes stripey

Benjy has gone stripey with a range of cotton garments called "Benjy stripes".

The range includes tee shirts (£1.75), a wriggler stretch suit (£2.50), pyjamas (£3.75) and pants (£0.99) in five mix or match colours.

The company says it has a series of books in the pipeline probably to be called "Benjy adventures". Dunbee Ltd, Riverdene Industrial Estate, Molesey Road, Hersham, Walton-on-Thames, Surrey KT12 4RL.

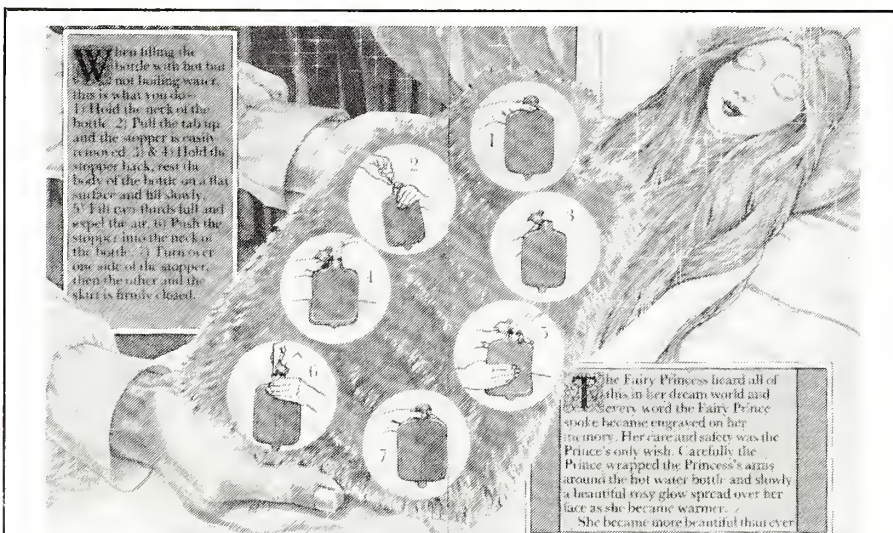
All dressed up . . .

A velour dress and pyjama outfit have been added to the Trimster range.

The dress, available in red, navy or burgundy to fit two, three, four or five year olds, retails at £10.80. The pyjamas in pastel colours for girls and dark red or navy for boys are in assorted designs and retail at £4.25.

Trimster say that about 3,000 independent chemists stock their products. Trimster Co Ltd, Portland Road, Dorking, Surrey RH4 1EW.

More Products on p753



Instructions on filling a hot water bottle which appear in Suba-Seal's colour, illustrated fairy story book offered free to every purchaser of a Suba-Seal hot water bottle or a child's animal bottle. Seven of the company's range of hot water bottles are featured on the back of the booklet. William Freeman & Co Ltd, Subaseal Works, Staincross, Barnsley

Milupa add Muesli to their rusk range.



milupa Muesli Rusk
Contains essential vitamins, calcium and iron

Contains 12 rusks

WHOLEMEAL FLOUR

LOW SUGAR

Use from about 6 months onwards

Milupa, once again bringing new ideas to the baby food market, are proud to announce a health food specially formulated for babies.

The new Muesli Rusk contains all the natural goodness of wholemeal cereals, apples, sultanas and nuts baked together into a tasty rusk that babies and mothers will love.

Muesli Rusk is the natural addition to the Milupa Rusk range.

So stock up now with this and the complete Milupa range of low sugar rusks for all baby mealtimes.



milupa®

The new generation of Rusks

For further information please contact Milupa Limited, Milupa House, Hercies Road, Hillingdon, Uxbridge, Middlesex UB10 9NA. Telephone: Uxbridge (0895) 59851.



Introducing one of your biggest customers.

Around 700,000 babies are born in Britain every year.

That's almost 2,000 every day.

These statistics are important when you consider that more hospitals use Gold Cap SMA* than any other baby milk formula.

It's hardly surprising, therefore, that mothers who bottle feed their babies respect professional opinion and purchase more Gold Cap SMA than any other brand.

It's that confidence which makes Gold Cap SMA far and away the brand leader with over one third of the total market.

Order your supplies of Gold Cap SMA today. And look forward to a healthy growth in sales.



Breast milk is the preferred feeding for the newborn. Infant formula is intended to replace or supplement breast milk when breast feeding is not possible or is insufficient, or when mothers elect not to breast feed. Professional advice should be followed on matters of infant feeding and the cost of formula considered when deciding how to feed babies.

Wyeth Nutrition
***Leading the way**

Wyeth Laboratories (John Wyeth & Brother Ltd.)
Huntercombe Lane South, Taplow, Maidenhead, Berks.

Gold Cap SMA*

SKIMMED MILK WITH NON-MILK FAT

* Trade Marks

Chubby Cheeks to go national

Chubby Cheeks hope to have their baby products available nationally by the end of the year.

The range includes baby pants, bibs and bath thermometers, and is aimed at "mothers' ready purse money." Items vary in price from £0.24 for a soother to £1.49 for a mug, bowl and plate set.

Compact, free-standing merchandiser units measuring 2ft wide by 5ft high carrying about 40 lines are available at £205.35.

A baby care bar (£35 trade) carries ten each of four different liquid crystal thermometers and a Medispoon — a free-standing vial graduated in millilitres and teaspoons with an easy-pour spout. The medical thermometer, bath thermometer, nursery thermometer, bottle thermometer and Medispoon all retail at £1.49 each. A booklet explaining how the thermometers work carries a voucher which entitles the purchaser to a free Medispoon when all



four thermometers are bought. *Chubby Cheeks Co, PO Box 14, Tunbridge Wells, Kent.*

Separate packs for trainer mouthpiece

Following an enthusiastic reaction to their Nursery Juice feeding system, Griptight say the trainer mouthpiece, already available as part of an accessory pack, is to be packaged separately.

Presented in a similar style to Griptight's range of teats, in individual blister packs, the trainer mouthpiece (£0.30)

is to be supplied in pop-up POS cartons containing 15 units. It should be available in January 1984, the company says.

Griptight are advertising in 1984 editions of *Your first baby*, *The baby book*, *Mother to be* and *Breast feeding*. Further support comes in the form of a colour illustrated booklet — "Nursery care" — which includes details of the Nursery range, to be offered free to new mothers on application. *Lewis Woolf Griptight, Selly Oak, Birmingham 29.*

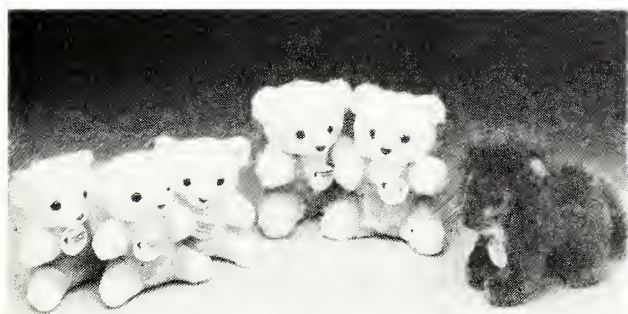
HAVE YOU TRIED THE NEW

milupa
infant Drink

A soothing drink for
your new young children

from 2 to 12 months

Two display items for Milupa's new infant drink which is a blend of glucose and fennel. Each 200g drum mixes up to 3½ pints of liquid. *Milupa Ltd, Western House, Hercules Road, Hillingdon, Middlesex*



Three Tommee Tippee soft toys: a cot-size toy bear (£2.99); a larger bear which plays a Brahms lullaby (£5.99), and a soft lion (£3.99). All come in baby-blue, beige or lemon.

Jackel have also added four rattles to their Tommee Tippee range. Pram beads, two baby rattles and a mini activity centre retail from £0.85 to £1.99. *Jackel & Co Ltd, Kitty Brewster Estate, Blyth, Northumberland NE24 4RG*

Maws ads and offers

Advertising Maws Wipers and sterilising and feeding units in specialist baby Press continues throughout the Autumn and Winter.

The company's products are also advertised via Bounty Vision and Audio Vision.

This month Maws offer four pairs of pull-on pants for the price of three (£0.59) and a free teat with 8oz and 4oz packs of their Simpla polycarbonate feeding bottles and 8oz glass feeding bottle.

Simpla feeding bottles hold a 36 per cent sterling share of the £2.8 million market, say Maws. Of the £2.5m teats market the company claim a 37 per cent share and add that the combined share for both products is twice that of their nearest competitor. *Ashe Laboratories Ltd, Ashtree Works, Kingston, Leatherhead, Surrey KT22 7JZ.*

Thovaline[®] a healing cream of quality

Thovaline is a high quality dermatological preparation in ointment and aerosol spray form.

It is indicated for a variety of common skin conditions such as:— Pressure Sores, Urine Dermatitis, Varicose Ulcers, Eczema, Localised Dermatitis, Senile Dermatitis, Napkin Rash, Dry Skin and Minor Burns.

Thovaline is particularly recommended for use with Geriatrics due to the low sensitivity and lack of reactive ingredients. Available in Tub, Tube or Aerosol.

Composition: Talc BP, Kaolin (Light) BP, Zinc Oxide BP, Cod Liver Oil BP, Anhydrous Lanolin BP.



Please write for full information to —
Ilon Laboratories (Hamilton) Ltd., Lorne Street, Hamilton, Scotland

'Anticipatory prevention' with the health visitor

The health visitor provides information and counsel in all areas of health care, particularly concerning children under five. There may be scope for interaction with the pharmacist who is seen as a source of advice on medicines specifically, rather than across the range of baby products. Mrs Jean Snell, a health visitor and field work teacher in Pinner, N. London, talked to *C&D* about her job and some of the problems she encounters.

Health visitors are all State Registered nurses with a qualification in midwifery or obstetric experience. They next embark on a one year full-time or two year part-time academic course which includes psychology, sociology, child and human development. The health visitor is then assigned to a GP practice or works on a geographical basis, taking all the families within a defined area.

"Our role is one of prevention and we are primarily concerned with the one to five year age group but the job covers all ages so time is also given to visiting the elderly," Mrs Snell explains.

A mum may have her first contact with the health visitor before her baby is born, in the parentcraft and relaxation classes run by the health visitors. Mrs Snell is notified by the local hospital of new births, normally about 11 days after delivery.

Support

"Parents need a lot of support in the initial period and that early time can be used to build a good relationship," Mrs Snell explains. Health visitors usually have between 280 and 300 families to visit.

As well as regular visits Mrs Snell spends half a day each week in a child health clinic or surgery and if it is her turn a half day on parentcraft and relaxation sessions. "Some health visitors have particular interests and may teach in schools; I am involved with handicapped children for two sessions a week."

A great deal of advice is concerned with infant feeding, establishing good eating habits and diet in general.

Mums are advised of different methods of feeding at the antenatal stage and told the pros and cons of both breast and bottle. "Most mothers have decided the method they will try by the time the baby is delivered," says Mrs Snell. "My aim is to establish a good feeding whether

the mother chooses breast or bottle."

"With breast feeding the main worry seems to be whether the infant has been satisfied. The mother has no way of knowing how much she has given and is not able to say 'I know he's had enough because he's had four ounces'.

"They need more proof than the fact that the baby usually drops off the breast when he's full."

Mothers are also surprised at what a physically exhausting business breast feeding is.

Babies do not appear to have as many problems with bottle feeding and they tend to go a little longer on milk. They can get oral thrush if bottles are not properly cleaned and sterilised. This depends to some extent on area and culture. But Mrs Snell does not think that cultural background affects choice of bottle or breast. "That tends to follow fashion but obviously breast is recommended and it is up to us to point out as far as possible the whole picture.

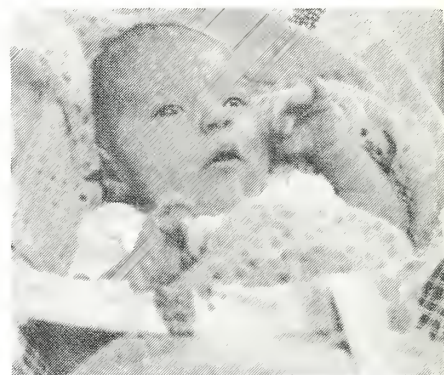
"I personally think the choice must be left up to the parents because there may be factors which they are not even willing to talk about governing their choice of what they want to do. People's wishes must be respected.

The next step is the introduction of mixed feeding "which seems to be the major hurdle for most folk. They get very worked up about it and again we talk to them before it becomes necessary."

Next, of course, the child is weaned onto cow's milk and gets more lumpy food so it can learn to chew, bearing in mind the general diet and ensuring the child is not given unsuitable foods.

If mums want to prepare foods themselves they are advised on specific things such as avoiding adding salt and sugar. "Often family circumstances will dictate as to whether it is easier to extract a few carrots from the family dinner or to open a jar, tin or packet, or what have you."

The main difficulty at this stage is



Courtesy of Johnson & Johnson Ltd

knowing how much to give, when to increase and by how much and when to introduce new variety.

The type of nappy used seems to depend on area. Many families use disposables at first as they find terries tend to leak faeces because they cannot be put on tight enough. When the baby is bigger physically, however, mums often switch to terries because it is generally reckoned that disposables are more expensive.

As far as choosing a brand, Mrs Snell suggests that most people are governed by price. "Only if a person is convinced that something is better will they be persuaded to buy." They may change brands if, for example, a baby is not taking to one type of feeding bottle.

A lot of mums will read all the packets and look at the contents of foods for example and if they don't like what's in it they won't buy it.

There is not a great deal of contact between health visitors and pharmacists, but Mrs Snell thinks that mums will mainly consult them about medicines, rather than about products such as milks, nappies and the like.

"We have had a couple of calls from pharmacists," and Mrs Snell agrees she would welcome referral from a pharmacist in cases which seem relevant.

"We have contacted the pharmacist too, once when a patient could not obtain a particular type of nipple shield."

Main problem areas after weaning seem to be in growth and development. Potty training sometimes causes difficulty and another big problem area is sleep. Many children do not sleep through the night for a variety of reasons, Mrs Snell points out. It may begin with an illness, an upset in the family or a hospital admission — or just that the baby is not given enough to eat during the day.

Mrs Snell also talks to parents about immunisation, making them aware of the benefits before a child is due for its injections. But at all times the family must be treated as a whole. "We are looking at anticipatory prevention whereas to a certain extent GPs are still working on what I would call a more curative aspect. But times are changing."

Alan Smith warns of 'back-door nationalisation'

The punitive way the present Government is applying the cost-plus contract amounts to 'back-door nationalisation', according to Alan Smith, chief executive of the Pharmaceutical Services Negotiating Committee. He says pharmacists are faced with the prospect of getting their costs back plus 1 per cent net profit. Again he called for a 'new charter' for contractors (see *C&D* last week, p668).

Speaking at the third joint annual conference of Cambridge, Norfolk and Suffolk Local Pharmaceutical Committees on Sunday, Mr Smith said he found it "almost incomprehensible" that a Conservative Government would pursue a policy that could reduce the profits of a pharmacy contractor to the derisory level of 1 per cent. It was a policy of "nationalisation through the back door".

Mr Smith said it was time for contractors to say "enough is enough" and to say it at the special conference of LPC representatives called for November 27. The constant penalising of efficiency and productivity must stop, Mr Smith said.

Such a policy leading to back-door nationalisation could be the most expensive mistake this Government would ever make, Mr Smith said. At the moment the pharmaceutical services represented very good value for money, indeed some people would say the Government got them "on the cheap".

Mr Smith said he hoped pharmacists at the conference would not indulge in the usual "self flagellation" but direct their fire against the common enemy of Governmental policies inflicted on DHSS.

What pharmacists wanted was a new contract with certain aspects corrected, Mr Smith said. Any contract which penalised efficiency and productivity was a nonsense — at present if pharmacists were inefficient and pushed costs up they were paid more.

Mr Smith said he wanted to get away from averaging towards a more individualised contract. He cited contractors who had taken over a pharmacy since October 1980 as a group disadvantaged by the present system with its discount clawback.

The principle of retrospective, Mr Smith said he found "almost incomprehensible" in a business world. It made it difficult, if not impossible, for a

pharmacist to plan ahead on the basis of his annual accounts, if a clawback could be applied to that period three years later. A more orderly form of negotiation on an annual basis was needed.

Mr Smith also wants a more simplified contract so that those involved in it — the contractors — can more readily understand it.

New charter working party?

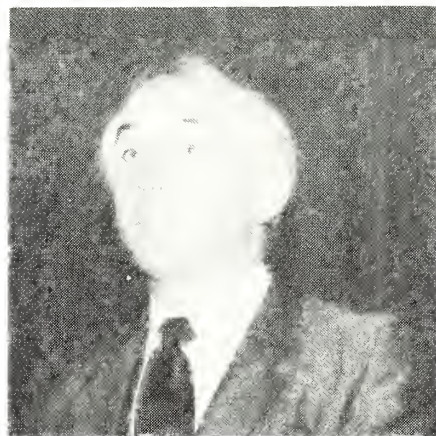
Mr Smith said he hoped the November conference would charge PSNC to set up a working party to determine a new chemists' charter. "One to reward effort and new tasks, to reward efficiency and get rid of retrospection — a more simple and more individual contract." Meanwhile pharmacists should write to their MPs and start agitating on a parliamentary and public relations basis.

Earlier Mr Smith outlined some of the reasons for the present discontent. He said PSNC had gone into the discount inquiry with its eyes open and because it was obliged to. The Franks panel, in awarding chemists £25m extra in profit (paid as Basic Practice Allowance), nevertheless believed they were making more than the set profit and said there must be a discount inquiry.

Good news — bad news

The good news, Mr Smith said, was that PSNC had yet to agree with Government the amount chemists should be allowed for the extra warehouse and distribution costs involved in buying quantities of goods at a discount, as well as the figure to be deducted in respect of the notional pricing period. The combined sum was around £20m and *should* be deducted from the £68m clawback.

Contractors could also hope to get more money as a result of the [recently completed] labour and overheads inquiry — say £15m in all — because the method of calculating notional rent had altered to



Mr Alan Smith

his benefit and the chemist was spending an increased proportion of time on NHS work.

However, Mr Smith said the fact that contractors *should* get these monies was no guarantee that they would. The dark cloud on the horizon was the excess profits contractors were said to be making.

The Department has said chemists have no fixed capital tied up in fixtures and fittings because they are progressively written off against profit to reduce tax. Hence, that to pay them 2½ per cent above bank base rate in respect of capital within the business is a nonsense.

Stockholding inquiry?

Similarly the Department is now asking for a stockholding inquiry alleging the chemist holds five weeks' stock on 6½ weeks credit. Therefore he has a negative working capital, the Department says, removing the need for the Government to pay 2½ per cent above lending rate on it. The Department has also reworked figures for the 22 companies looked at by the Franks panel and found their profit has shrunk to 1.2 per cent over the last few years. This means that the present 2 per cent pure profit paid to contractors at present is too high, the Department says.

Answering a question on the art of negotiating, Mr Smith said he was not advocating a complete withdrawal of service: "We are a health-caring profession. There were lots of other ways to influence the Government.

He reminded the meeting that contractors had once gathered over a million signatures on a PSNC petition in three weeks. Pharmacists should write to their MPs and the Department of Health or contact the local radio and Press. Theirs was a simple story of being penalised for efficiency. Prospectively pharmacists were cutting the nation's drug bill by £20m a year — £20m of remuneration to be lost by chemists.

A further report on p756

JOINT LPC CONFERENCE

Continued from p755

'Comments please' on ethic's code guidance notes

The new guidance notes to the new code of ethics of the Pharmaceutical Society are very much a draft, the head of the law department of the Society, Mr Gordon Appelbe, told the conference. They have been sent to PSGB branches and other pharmaceutical organisations for discussion. Although the notes were very comprehensive, the working party had not necessarily got them right first time and would like to hear the comments of pharmacists, Mr Appelbe said. "We want your views. You are going to have to live with it for the next ten years or so."

Mr Appelbe stressed the code applied to pharmacists wherever they were employed, whether within a pharmacy or not. It also applied to owners of pharmacies, whether they were pharmacists or bodies corporate.

"A pharmacist's prime concern shall be for the welfare of both patients and public," the code says. The guidance notes say a pharmacist should not substitute except with the approval of the prescriber or in an emergency. The pharmacist was only allowed to deviate from the prescriber's wishes when it was necessary to protect the patient, it was his responsibility to decide this, Mr Appelbe said. He referred to dose and drug interactions as possible problem areas.

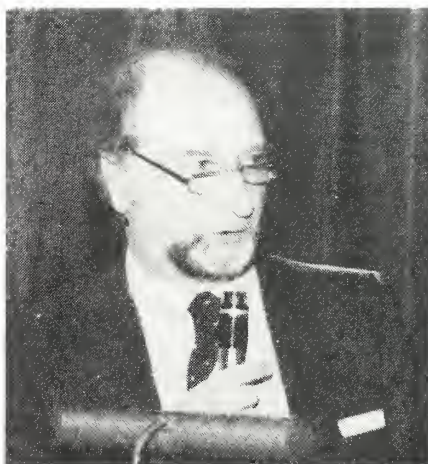
Throughout his talk Mr Appelbe was at pains to stress that in everything he did the pharmacist must exercise his own professional judgment and stand by his decisions and their consequences.

The judge in the recent *Migril* case had made it quite clear that pharmacy is a liberal profession in which pharmacists have to exercise their responsibilities even if the doctor objects.

A pharmacist could not expect the Council, the Society, or its staff to tell him on every occasion that he should do the safe thing. "You are at the sharp end . . . A lot of the code is not in black and white and has left the pharmacist with a lot of discretion."

He reminded the meeting that the code was a tidying-up operation taking in some 140-160 Council statements. "The code will sweep them all away," he said.

Pharmacists should keep abreast of changes in the laws and regulations pertaining to the profession, said Mr Appelbe. He should review frequently the service he provides and apply up-to-date knowledge and expertise to his professional activities. (There is a self assessment document as an appendix to the notes.) At all times a pharmacist



Mr Gordon Appelbe

should act within his professional competence, he said.

The confidentiality clause in the code was particularly relevant with the advent of computerised patient records to which pharmacists might be party. Mr Appelbe said it was very important to show not only that we exercise professional confidentiality but that we be seen to do so. The exception was when it was in the interests of the patient to disclose information. Here professional discretion had to be exercised again.

The change in the Society's attitude to advertising reflected both the times in which we live, Mr Appelbe said, and the pressure applied to the professions by the Office of Fair Trading and the Monopolies Commission who consider it is in the interests of the public to know what services are on offer. Publicity should be fair, accurate, not misleading and not create an invidious distinction between pharmacists or pharmacies.

'The one mile rule and the 21st century'

"The one mile rule and the 21st century" was the title of a talk given by Mr David Coleman, vice chairman of PSNC and a member of the Rural Dispensing Committee. Mr Coleman largely repeated the paper he had presented two weeks earlier to the Lincolnshire LPC Conference (*C&D*, October 1, p595).

He said pharmacists have a major educational role to convince local lay people of the benefits of a pharmaceutical service. And they couldn't succeed in this role simply by "knocking" the doctor.

Mr Coleman revealed during question time that in the next fortnight PSNC is to send copies of a leaflet to LPCs for possible distribution to community health councils etc. It is an information leaflet about pharmacy and a suitable peg for public relations, he said.

Question time . . .

Mr R.M. Hall, chairman of Cambridgeshire LPC, asked Mr Smith to explain further the position of "post-1980" contractors.

Mr Smith said because the clawback was the largest ever experienced in the provision of pharmaceutical services under the NHS, an ex gratia payment to reimburse those new pharmacists who had been over discounted was not too much to ask the Government for — it had benefitted from a vast reduction in drug costs.

PSNC had received over 550 letters representing over 600 new contractors and was getting to the end of quantifying the amount they should pay. The aim was to get extra money from the Department to pay these contractors on an individual basis without detriment to other contractors, he said.

'Parallel' problem

Mrs Doris Anderson, Huntingdon, said she had refused to buy parallel imported goods up to now. Would she be clawed back monies she had not received at a future date.

Mr Smith said that until the time DHSS notified PSNC of a change "in the rule book" it could not effect retrospection and not before that date in any case. At present the Department was considering the suggestion that parallel importers endorse a script "PI". However that would be a short term measure, Mr Smith said. Once the profit element was taken away parallel importing would cease. Such a move would establish an artificial trade barrier which was against EEC law, wedded as it was to the free movement of goods, and it would only be a matter of time before a parallel importer took out a writ or an injunction.

In the long term, Mr Smith said the transfer prices of the Pharmaceutical Price Regulation Scheme should be looked at and the gap closed between the overseas price and ours.

Mr Smith said if the practice of parallel importing were to be regularised so that all major wholesalers could participate it could be a means of keeping them viable and maintaining discount levels, following the reduction of ethical prices in August and the subsequent price freeze.

Mr Appelbe said it was possible the Government would tighten up the Regulations. Mr Smith said no one in the profession had seen the draft regulations so far.

An important announcement on head louse eradication

The Right Approach

Carbaryl is the only human insecticide without a single reported case of louse resistance.

For head louse eradication, carbaryl is available in lotion and shampoo form. However, some people – especially those who cannot tolerate the pungent smell, or have a sensitive skin – find lotions unpleasant or impossible to use.

An effective and pleasant-to-use alternative to lotion treatments is Suleo-C shampoo with carbaryl. Incorrect use of insecticides, however, not only results in treatment failure, but may encourage the emergence of resistant strains of head louse.

It is therefore vital that users be firmly encouraged to follow precisely the instructions in every pack of Suleo-C shampoo.

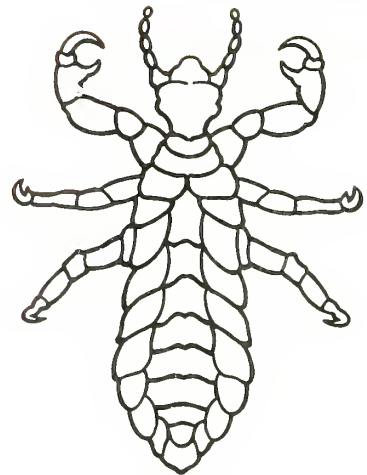
Crab lice (*Phthirus pubis*)

Suleo-C shampoo with carbaryl is equally effective in the treatment of crab lice – currently a relatively common problem.



SULEO-C shampoo

with carbaryl 0.5% w/w



the EFFECTIVE alternative to lotion treatments

Full information available by post only from International Laboratories Ltd., Wilsom Road, Alton Hants GU34 2TJ

Bedford chemist accused of receiving 'stolen' drugs

A doctor and chemist came to a private agreement to dispense thousands of drugs provided by a drug firm for use in a clinical trial, Bedford Crown Court was told this week.

The GP handed over nearly 100,000 tablets to the chemist at half price and in return received other drugs for use in his private practice, a jury heard.

The chemist, Andrew Barnes, 37, of Hammonds End House, Harpenden, Herts, has pleaded not guilty to six offences of receiving drugs believing they were stolen.

Dr Robin Lack, 35, of Bedford Road, Sandy, Beds, admitted five charges of obtaining the drugs by deception and was given a 12 month prison sentence although he was ordered to serve six months with the rest suspended. He was bailed pending appeal.

Mr Conrad Seagroatt, prosecuting, said the two men first met at the end of 1981 after Dr Lack had for some years been conducting a trial study into a drug for hypertension on behalf of Allen & Hanburys Ltd. The doctor was given a vast quantity of Trandate for the study.

Mr Seagroatt said that after that Mr Barnes, who runs a chain of shops in Cambridgeshire, Bedfordshire and Hertfordshire, agreed to take quantities of the drug from the doctor in exchange for other drugs the doctor could use.

"There was a well contrived

arrangement between Dr Lack and Mr Barnes dealing with these quantities of Trandate. No money actually changed hands for the drugs Dr Lack passed to Mr Barnes but whenever Dr Lack supplied drugs he was credited with a certain sum of money and against that credit Dr Lack received from Mr Barnes other drugs for use in his own practice."

Mr Seagroatt explained that on six occasions between March and November last year Dr Lack supplied Mr Barnes' shops at Welwyn and Sandy with 96,100 Trandate tablets for which he was credited over £7,000 — 50 per cent of their value.

Mr Seagroatt added: "The prosecution says that a large number of Trandate drugs were obtained by Dr Lack by deception in 1982 and on occasion he supplied Trandate supplied to him by Allen & Hanburys. Dr Lack, in effect, stole those drugs because they were for a specific study and not for Dr Lack to turn to his own financial advantage.

"Mr Barnes in turn provided a ready outlet for Trandate that Dr Lack was not using and turned that into his own advantage financially. "The prosecution say Mr Barnes knew or believed that they had been stolen or obtained dishonestly and had handled or received them dishonestly," said Mr Seagroatt.

The case continues.

the Committee on Safety of Medicines.

Giving the Upjohn Lecture in London on Monday he said it was distressing that so many programmes about drug therapy were seriously biased against the medical profession or the pharmaceutical industry. "It is difficult to understand why the mass media are so anxious to provide alarmist programmes which may upset many members of the viewing public unnecessarily or why no opportunity is given for a reply to programmes that are unduly biased or frankly incorrect," he added.

Professor Girdwood explained that the problem had been solved in Scotland, so far as the BBC was concerned, by setting up an unpaid BBC Medical Advisory Group in 1975. Its members were representatives of the BBC departments that were likely to produce medical programmes, together with up to 12 outside experts. The BBC also kept a list of specialists in the various branches of medicine to whom it could turn for advice about forthcoming programmes.

Having recently joined the panel, Professor Girdwood said he was impressed by how well it functioned and suggested "Endeavours should be made to do something similar in England and Wales, on a regional basis if necessary" ☐ The Upjohn Lecture was first given last year to mark the company's 25th year in Crawley, Sussex.

Another DHA refuses to implement cuts

Paddington and North Kensington has joined the list of District Health Authorities refusing to implement the Government's NHS manpower cuts.

A resolution deploring financial cuts in the area — estimated to involve around £1.7m — has also been passed, although it was felt the district had no choice but to implement them nonetheless.

Brent DHA is to continue in its refusal to implement any financial or manpower cuts, despite a High Court ruling against them last week. Dame Betty Paterson, chairman of the RHA, had sent out a letter to District members threatening them with dismissal unless they went ahead with the cuts. Brent took court action in an attempt to have the letter declared unlawful.

Brent is the only authority to refuse to implement financial cuts, although a total of six are now holding out against manpower reductions.

The Department of Health's position is that the matter must be resolved between RHAs and their districts. North West Thames are to discuss further action at their next meeting on November 14.

Complaints about advert's poor taste

Thirty-nine members of the public have complained to the Advertising Standards Authority that an Agfa-Gevaert advertisement showing a boy urinating on a beach was in poor taste and offensive.

The advertisement, which appeared in *You* magazine and *Cosmopolitan*, was for photographic film and was headlined "Your holiday pictures will never be the same again".

The advertisers told the ASA that they did not believe the advertisement would generally be found offensive nor — as several complainants had suggested — would it encourage imitation of such anti-social behaviour. The editors of both publications had approved the advertisement but two other editors had accepted it only after the photograph had been retouched and the urine removed. No complaints had been received about the amended version.

The ASA decided that the original

advertisement did not breach the Code of Advertising Practice but thought the choice of illustration was unfortunate given that advertisements should not condone anti-social behaviour.

Another member of the public objected to a poster advertising the Kodak same-day colour print service available at Boots, on the grounds that he was told at the Piccadilly Circus branch that colour printing took from 7 to 10 days. The complaint was not upheld because the advertisers pointed out that the same-day service was a package for developing and printing whereas the complainant required colour prints from negatives.

Medical watchdogs for media suggested

Special advisory groups should be set up to help radio and television broadcasters produce unbiased medical programmes, believes Professor Ronald Girdwood, president of the Royal College of Physicians, Edinburgh, and a member of

Pain relief that is built to last

Good news for those of your customers for whom pain is part of everyday life. Many could benefit from the anti-inflammatory power of aspirin, power that paracetamol cannot offer, if it were not for the potential effects of aspirin on the gastric mucosa.

New Duralin provides up to six hours' relief from pain and inflammation. Yet each two-tablet dose contains, in addition to 1000mg aspirin, 450mg of antacid. This not only speeds absorption but also reduces acidity, making Duralin kinder to the stomach than plain aspirin.

New Duralin has been developed by Bristol-Myers, one of the world's top ten pharmaceutical companies. Duralin comes in solid dose form (tablets and capsules) because research shows that that's what your customers prefer.

Duralin is a new dimension in long-lasting pain relief to add to your armoury. Bristol-Myers will ensure that your customers are made aware of where the enduring power of Duralin can be found: in their local pharmacy.



New
Extra Strength
Duralin*



BRISTOL-MYERS PHARMACARE*

Bristol-Myers Pharmacare, Bristol-Myers Pharmaceuticals, a division of Bristol-Myers Co. Ltd.
Station Road, Langley Slough SL3 6EB.

* Trademark, Authorised User Bristol-Myers Co. Ltd. ©1983 Bristol-Myers Co. Ltd. DUR 02

RPA — the catalyst for change in rural matters

The Rural Pharmacists Association should remain a ginger group - a catalyst for change. It should correlate documented evidence, not hearsay, concerning pharmaceutical problems in rural areas.

That advice was given by Dr Hopkin Maddock, vice president of the Pharmaceutical Society, at the RPA's annual meeting, held in Richmond, last Sunday.

With such real evidence, he said, it will be much easier for the Pharmaceutical Society's Council to act when the opportunity arises.

Dr Maddock warned that pharmacists in urban and city areas were also threatened. He had heard that a dispensing doctor had argued at a dispensing subcommittee meeting that he should dispense for elderly patients resident well within a city. The doctor claimed that he was as qualified as any pharmacist and could give a better service — with no mention of patient safety. Neither did he mention the 40-50 items awaiting collection in his group practice each day, dispensed by persons with no pharmaceutical training, 180 yards from a permanently-manned pharmacy. "Such is the weakness of the argument of superior domiciliary service," Dr Maddock said.

Pharmacists should beat the pharmaceutical drum, the speaker suggested — there was a massive communication gap within the community. He welcomed the NPA advertising campaign but said pharmacists must not devolve their

responsibilities to national bodies. Each must impress his worth on the voting public: in that way Government could be influenced.

Dr Maddock cited two examples from a National Consumer Council report on the NHS, "Access to primary care", which underlined pharmacist's value. It included the following comments: "We observed the high standard of service given by pharmacists and their high level of esteem in their communities"; "What was impressive was the lengths to which some pharmacists go to ensure that prescriptions are dispensed".

Dr Maddock told the RPA members about a broadcast by a doctor on a local radio station. The doctor had argued against chemists trying to change a so-called rural area into an urban area because of some current or future building plans. The change would prevent the doctors from dispensing for any patients "who live on the doorstep".

'Terrific hardship'

The doctor had claimed that change would cause "terrific hardship" to old people who would have to regularly travel into one of two towns for their medicines; young mothers with no transport would suffer too, he said.

There would be a loss of medical manpower in the area if it were declared urban and the doctor claimed that in law an area could not be called urban if it entailed a loss of medical manpower. The doctor admitted that he would be paid for dispensing but said financial



considerations were not paramount.

Dr Maddock maintained it was unreasonable for a GP to take advantage of his privileged position as an anonymous medical adviser in a regular radio spot to comment - originally without declaring any financial interest - on a matter under consideration by a statutory body. He said that, based on 1982 figures for the number of prescriptions per person in the area concerned, the turnover involved would be around £61,500. Another application for the same area had been costed at a turnover of £52,400. "In response to such startling evidence you will doubtless ask what response am I, as an officer of the Pharmaceutical Society, going to make", Dr Maddock said. "The short answer at this stage is officially none."

"The Society is party to an agreement arrived at after many years of negotiation. To try to overturn such an agreement after such a short period of implementation would clearly not find favour with Government or be the responsible behaviour expected of a professional body which strives for the highest ethical standards".

Dr Maddock highlighted the short notice received for dispensing subcommittee meetings and the dedication of those who worked in their own time on appeals against decisions. He cited a case of an FPC dispensing subcommittee which accepted, with the exception of the pharmacist members, that a whole county was rural, with the exception of seven towns. No written evidence was produced to support the definition — apparently based on administrative usage. The 1981 Census preliminary report for towns in the area sets out 17 centres of population — the FPC had omitted 10 towns, including one with a population of 16,000, two of 11,000 and the remainder varying between 4,000 and 8,000. "Such glaring



Mervyn Madge, RPA chairman and John Davies, secretary, at Sunday's meeting

inconsistencies demonstrate how alert we pharmacists must be from the inception of any discussion on rural matters," said the speaker.

At the next meeting of the same FPC the pharmacist members were astonished to read in the agenda, received at 8 days' notice, that 96 cases of "serious difficulty applications" were to be considered, together with seven "outline consent" applications to dispense by medical practitioners covering an area of 9,000 square miles.

To deal with one outline consent application an LPC evening meeting was held for all interested parties. Each pharmacist affected wrote his own individual appeal submission to the FPC. The LPC dispensing subcommittee next met on three occasions — including one Sunday afternoon. The secretary and a colleague then worked for two days preparing a submission. All the work had to be finished within the 30 day appeal period. "It is upon such dedicated persons that the future of the profession depends in large geographical areas," Dr Maddock pointed out.

Lack of information

Mr Mervyn Madge, RPA chairman, also deplored the attitude and lack of information on RDC decisions. "We respect confidentiality but it must not be carried as a cloak. We need more information on case law; with some reasoned judgements pharmacists could

save time and expense", he said.

The RPA has been pressing for an inquiry into dispensing doctors' profits. The Department of Health and the British Medical Association are to investigate whether, and if so by how much, dispensing doctors are able to purchase their drugs and appliances at discount.

Elections

To take some weight from Mr John Davies, RPA secretary, Mr David Hoyle was elected conference secretary; the function of membership secretary was made the responsibility of the treasurer, Mr Barry Taylor, who will also look after the fighting fund.

Mr Miall James and Mr Malcolm Horsfall were elected to the RPA council, replacing Mr F. Battersby and Mr M. Bran who did not stand. Mr J. Sehmi resigned earlier in the year. Other officers are unchanged. Steve McEwan, BPSA chairman, and Christine Tobitt, BPSA secretary, were accepted as ex officio members.

Mr Davies emphasised that pharmacists should look for ways to establish quick supply and proper communication with people unable to come into the pharmacy. This would counter the dispensing doctor's argument that supply by rural pharmacists is often inconvenient for patients, for example, mobile pharmacies could be considered. Facsimile transfer machines offered another opportunity — a process of

photocopying by telephone. In some cases it might be possible to arrange deliveries of medicines with the local postman. The Post Office had informed RPA that a private arrangement could be made with individual postmen to deliver medicines provided it did not interfere with his official duties or overload him.

Mr Kenneth Sims, Dorset, suggested that such arrangements were better made from the top, with payment for duties performed. Mr Dave King, vice chairman, argued it would be better to correlate information as "pilot schemes" before entering into a permanent arrangement.

RPA register

Mr Davies said response to the RPA register, intended to inform pharmacists wishing to open a business in rural areas, had been disappointing. The register has done nothing to show how many rural pharmacists there are, how many areas of population exist without a pharmacy, or how many surgeries dispense over 2,000 prescriptions a month. Mr Davies said research was needed in these areas and the RPA had proposed that a grant be given for the work.

Mr J. C. Matthews, director of commercial affairs at the Association of the British Pharmaceutical Industry, spoke about the industry reviewing the Pharmaceutical Price Regulation Scheme, the industry's profitability and problems of parallel importing.

Alfie®

MIDLAND COSMETIC SALES LTD

hornbury Road, Perry Barr, Birmingham, B20 3DE. Telephone 021-356 0099

Manufacturers of **Alfie** perfumes, cosmetics, toiletries and car care products.

Following the enormous success of Bon Matin, we are pleased to introduce our Floral Bathtime Collection



Available at all good wholesalers

ANY DIFFICULTIES OR TRADE ENQUIRIES

Phone 021-356 0099

SECURITY IS A SERIOUS MATTER....

...SO TALK TO A COMPANY THAT TAKES IT SERIOUSLY

Crime is an industry and your company is a prime target — you can sit back and do nothing or you can guard against it.

Sooner or later, your property is going to need professional video surveillance. Go for the best or nothing.

SVS is the No.1 choice in London for security surveillance systems. All the latest high-sensitivity equipment from world-famous suppliers. Highly competitive terms for hiring, leasing or buying. Expert

installation specialists and our own servicing engineers ensure trouble-free performance. Contact us for a free consultation at any time about your security problem.

Check out the options. Check out the excellent terms. Contact SVS The Capitals Choice.

SVS

01-951 0466

STANMORE VIDEO SALES LTD (Dept. CD)

91-93 High Street, Edgware, Middx HA8 7DB.

Telex: 8814793.

RPhO criticises regional contract 'sham'

Dr Eddie Fullerton, FPS, Regional Pharmaceutical Officer for North West Thames, has hit out at regional drug contracts, saying he "cannot see any justification" for their continued use.

He criticises the system as allowing only NHS hospitals to benefit from bulk buying, suggesting instead that companies be encouraged to introduce a system of quantity discounts which would also be available to private hospitals and the community pharmacist. Regions could then produce a buyers' guide, and suppliers negotiate a percentage discount with anyone signing, for example, an annual contract.

"This would eliminate the current contract sham, which I would suggest is a contract in name only, not binding on either side and frequently abused", says Dr Fullerton.

The current situation, whereby regional drug contracts are used as a means of getting products into hospitals in the hope that they will be prescribed by the GP after discharge, leads to people obtaining confidential price information by devious means, he argues. Hospitals are also encouraged to break the contract by offering lower prices than those put forward in their original tender. "Not a practice that does our image any good".

However, until the whole pharmaceutical industry agrees to withdraw support for these contracts, Dr Fullerton believes Regional Health Authorities will continue with the practice because of the savings involved for them.

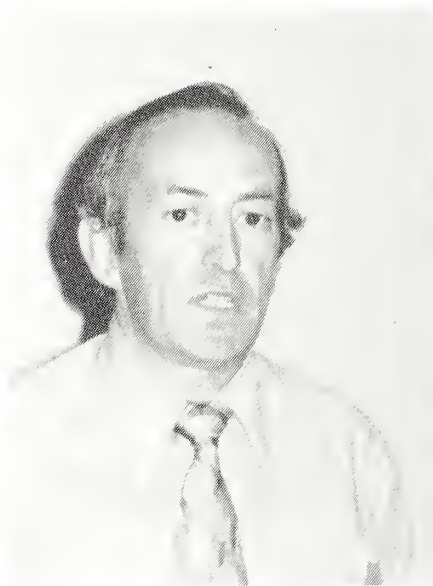
Pharmacists' control

Given that they will continue to exist, Dr Fullerton is firm that each individual regional drug contract must be controlled by a specialist pharmacist "in order to ensure the correct evaluation of supplies, monitoring of standards and such like."

"Surely the DHSS should make a clear policy statement on monopoly prevention in the health service rather than leaving it to individuals to prop up one firm or another" he adds.

"There is also a real danger that smaller manufacturers attempting to obtain volume business to maintain maximum production may eventually be bankrupted by the system."

Dr Fullerton believes it is unrealistic to expect principal pharmacists in hospitals or district pharmaceutical officers to exercise any real control over their



individual drug budgets.

Impossible task?

"The many toothless drug and therapeutics committees, the power of clinical freedom and the gullability of many physicians and consultants makes this a formidable if not impossible task" he says. "The pharmacist does not have the necessary powers of authority."

"The position is made worse by the fact that Family Practitioner Committee spending is open-ended, so we have in many cases the ludicrous situation of hospitals closing down out-patient dispensaries and using FP10 forms. This saves manpower on the DHA's budget, but gives no real saving for the nation as a whole — indeed it is probably *more* costly in terms of the overall NHS bill — and in addition can result in a great deal of patient inconvenience. The real areas for savings, such as over-prescribing, are being missed".

'An incentive to cheat'

In this way, Dr Fullerton believes Government revenue cuts are "an incentive to cheat" for the Health Authorities — or at best an encouragement to carry out book-keeping exercises ("some might call them fiddles") which result in no real saving

whatsoever.

Further examples given by Dr Fullerton include the reduction of number of weeks' medication when the patient is being discharged from hospital, and use of agency rather than permanent NHS staff.

Generic 'oversimplification'

Turning to the question of generic substitution, Dr Fullerton points out that, although the drugs bill is small as a percentage of total NHS spending — around 10 per cent — it is still large in absolute terms representing as it does some £1,500m.

"Sums of this magnitude encourage politicians and others to say that, with the introduction of generic prescribing, cuts of between £30m and £200m could easily and painlessly be made. This is, of course, a great oversimplification and based on little or no factual evidence."

"It is like the Government saying that cuts in revenue and manpower need not affect patient care! In the real world these arbitrary cuts will not produce a more efficient health service and patients will suffer. The only way to achieve a real increase in efficiency is to introduce direct line management throughout all levels of the health service."

King Herod's child care

"Only the administration of English football at club and national level can match the chaos of administration in the NHS. It resembles what King Herod did for child care!"

Dr Fullerton does, however, believe that there is no reason why *some* drug substitution should result in adverse impact on the patient.

"In hospital practice doctors are encouraged to prescribe by generic names and hospital pharmacists have a good deal of local discretion to supply equivalent products, this is not so at the moment in general practice because the necessary spectrum of back-up specialists is not available. Surely this situation should be altered."

Parallel problems

On parallel imports, he has only one thing to say: "There is no way I would purchase medicinal products unless all the important aspects such as storage conditions and possibilities for recall were 100 per cent clear — and at the moment they are not."

"Please may we have some guidance from the DHSS, the EEC or whoever. How many people realise, for example, that about 65 per cent of pharmaceuticals used by a health authority need to be stored below 15°C?"

Dr Fullerton was speaking to a recent conference on "Value for Money in the NHS," other speakers at which included E. W. Stanford, marketing director at Beecham Pharmaceuticals. Organisers Graver Boot Associates of Stoney Middleton, Sheffield, plan to publish the entire conference proceedings in book form, priced at £12.



Community pharmacist William Storr, FPS was in for a surprise when he returned to his shop in Enbury Park, Bournemouth after a trip home for lunch. Dozens of his customers had gathered outside with gifts to say "thank you" to Mr Storr for his 25 years loyal service to the community and bid farewell as he closed his shop for the last time. The shop is to be demolished to make way for a new road. Mr Storr's customers rounded-off the impromptu ceremony with a hastily-arranged chorus of "For he's a jolly good fellow"

Medical equipment manufacturing guide

A guide to good manufacturing practice for medical equipment has been published by the Department of Health in collaboration with the UK trade associations.

The guide is the third in a series and covers powered medical equipment such as X-ray machines.

Manufacturers of powerful medical equipment will be invited to apply for registration as companies whose manufacturing standards and practices meet those of the guide.

The 5th edition of the register of sterile products manufacturers, listing 136 companies, has recently been sent to health authorities "Guide to good manufacturing practice for medical equipment", £3.60 from HMSO.

Upjohn biotechnology in Kalamazoo

Upjohn have formed a Biotechnology Group based at Kalamazoo, Michigan, USA, consolidating molecular biology, cell biology and chemistry units.

The group, headed by Ralph E. Christoffersen, PhD from Colorado State University, will be responsible for: Biotechnology support for product lead-finding and development in all Upjohn's

businesses; discovery of novel biotechnology-derived substances and methodologies; transfer of laboratory scaled biotechnology to pilot plant and/or production scale, and definition evaluation and recommendations for action on outside product technology and/or company acquisitions and collaboration opportunities.

Retail prices

The all-items retail prices index from the Department of Employment reached 339.5 in September (January 1974 = 100). This represents an increase of 0.4 per cent on August (338) and an increase of 5.1 per cent on September 1982 (322.9).

More Business News overleaf

SOTOL

MOUTH WASH TABLETS

Associated Dental Products Ltd.

PURTON

SWINDON

WILTS SN5 9HT

Telephone: Swindon (0793) 770256 Telex: 444423 Call-in Kemdent



The No-Nonsense Labelling System

Hardware: EPSON HX-20 Portable Computer - a rugged high-quality machine with built-in printer

Software: LABADACS Dispensing Pharmacists Labelling Program - an ADACS Professional Program

Desk Space: 290 x 216 mm (approx. size of this magazine!)

Facilities: Fast, simple and easy to use

Uses **standard** codes and terminology

Tried and tested in practice (references available)

Immediate access to all common user drugs (no time-consuming search!)

Automatic usage records

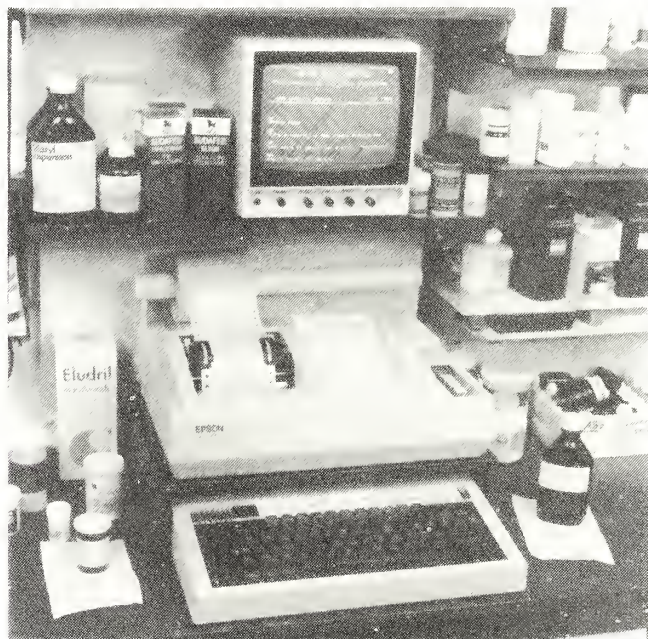
Price: £ 695 + VAT Money back if returned (undamaged) within 14 days

Delivery: 48 hrs.

Maintenance: Free in first year

Order from: ADACS

41 London Street, Andover, Hants SP10 2NU (Tel. 0264 - 59255/6)



A prescription for a Simple Life

Walters the Computer Specialists have linked with Forrest Pharmacies to produce the simplest, most comprehensive labelling system, with 2,500 drugs already in the computer memory, 3,500 products, 16 anti-biotic labels, 40 drug warnings, full antihistamine warnings.

See us on stand 19 at the computer exhibition, 22/23 October at the Pharmaceutical Society of Great Britain, 1, Lambeth High Street, London SE1 7JN.

WALTERS COMPUTER SYSTEMS LTD.

12 Hagley Road, Stourbridge, West Midlands DY8 1PS
☎ (03843) 70811 (9 lines)

ORALCER

SLOW RELEASE

PELLETS

FOR MOUTH ULCERS

NOT A GEL - NOT A PASTILLE - BUT PELLETS

that slowly release 2 Active ingredients at site of ulceration

ITABIOTICS LTD. 122 Mount Pleasant Alperton Mddx. 01-903 5541

Switching price labels is theft

Two recent judgements from the House of Lords have helped to clarify the law regarding switching of price labels by dishonest shoppers.

The cases involved shoppers seen to remove price labels from the goods they wished to "buy", replacing these labels with ones showing lower prices. In one case the arrest took place after the lower price had been paid, and in the other immediately the labels had been transferred.

Two men were convicted under section 1 (1) of the Theft Act 1968, which defines theft as the "dishonest appropriation" of another's property. "Appropriation" is in turn defined as "any assumption . . . of the rights of an owner."

The convictions were taken to appeal on the grounds that switching of price labels did not constitute appropriation, and therefore no theft had been committed. This argument was dismissed, and the cases moved to final appeal at the House of Lords.

It was held here that appropriation did not require assumption of *all* the owner's rights, but involved only an act or combination of acts leading to interference with or usurpation of those rights.

Dishonest transfer of price labels amounted to such interference and the two men had therefore been rightly convicted of theft. Appropriation took place at the moment of transfer, so it made no difference whether the thief was arrested before or after paying for the goods.

£16m neuroscience plant for MSD

Merck Sharp & Dohme are building a £16m neuroscience research centre on a 30 acre site at Terlings Park, near Harlow, Essex.

Claimed to be one of the largest neuroscience laboratories in the world, the centre is scheduled for completion at the end of next year. It will provide 170,000 sq ft of space and will eventually employ more than 200 scientific staff.

Richardson expands

John Richardson Computers have expanded their factory by taking on an adjacent building. New staff are also being employed in a bid to increase output of computer systems to 80-90 a week.

Mr Richardson says orders are coming in at around 20 a day, but the company is still coping and delivery times remain at four to six weeks.



Approved Prescription Services are current champions of the Bradford Evening Business Cricket League. The league trophy was presented to APS by David Bairstow, newly appointed captain of Yorkshire County Cricket Club. Shown left to right in the front row are Dennis Keen, Robert Thompson, David Bairstow, Andrew Spencer, David Wear and Graham Bean. Behind them stand Phillip Oldroyd, Stan Brame, Keith Hinchcliffe, David Battye, Phillip Hampshire and Phillip White

Tampax upset

Alan Thornton, Tampax marketing manager, has resigned and leaves the company on November 30. Mr Thornton was instrumental in setting up the company's marketing department and halting declining sales. A successor has yet to be announced.

APPOINTMENTS

Dr Arnold leaves ABPI

Dr Richard Arnold is to relinquish his post as director of the Association of the British Pharmaceutical Industry to succeed Michael Peretz as vice-president of the International Federation of Pharmaceutical Manufacturers' Associations. No decision on Dr Arnold's successor has yet been made.

New SEAMA team

The Small Electrical Appliance Marketing Association has appointed a new executive committee for 1983-84.

David Eillott, managing director of Rowenta, who previously headed the Association's conference committee is appointed chairman. Bill Bastin, deputy chairman of Moulinex, last year's chairman, becomes deputy chairman. Michael Webber, chairman of Pifco Holdings retains the position of treasurer / secretary.

■ **Vestric Ltd:** Graham Edge is appointed hospital sales manager. He joins the company after 16 years with Upjohn, where he held similar responsibilities within the company's Northern district.

COMING EVENTS

Unichem to go to Algarve in 1984

The Algarve coastal region of Portugal will be the venue for Unichem's 1984 convention, which will be held in the Hotel Alvor Praia at the resort of Praia do Alvor, for one or two weeks from October 20.

This will be Unichem's fifth convention for members and will be planned along the same lines as last month's Corfu conference, with lectures, discussions and workshops, plus time to sunbathe, sightsee and relax.

The convention business and social events will be planned for the first week, but members will have the option of booking a further week for a holiday.

Flights will be from Gatwick, Heathrow, Manchester and Glasgow. Prices for one week's stay flying from Gatwick is £360, rising to £565 for the additional week. There are supplements of £35 for flying from Heathrow, £16 from Manchester and £32 from Glasgow. There are 30 per cent reductions for children. A colour brochure will be circulated to members in the New Year, but bookings received before November 30 are guaranteed against surcharges. Further details from Alan Pollard at Soler Touriste, 01-391 2525.

Wednesday, October 26

Buckinghamshire Branch, Pharmaceutical Society, Postgraduate lecture room, Wycombe General Hospital, Queen Alexandra Road, High Wycombe, at 8pm. Dr A. Kubba on "Family planning and the role of the pharmacist".

Sherwood Region, Pharmaceutical Society, Clinical Sciences Building, Leicester Royal Infirmary, at 8pm. Professor A.T. Florence on "A counter to the gloom".

Hull Pharmacists' Association, Postgraduate centre, Hull Royal Infirmary, at 6.45pm. Mr C.F. Naylor on "Retail security".

National Pharmaceutical Association, Dragon Hotel, The Kingsway, Swansea, from 3pm to 10pm. NPA computer labelling exhibition featuring Oralabel, Park, Richardson and Williams systems.

Thursday, October 27

Birmingham Branch, Pharmaceutical Society, The Keys Club, Margaret Street, Birmingham, at 8pm. Dr Jenny Clay on "Genito-urinary medicine".

Bath Branch, Pharmaceutical Society, School of Pharmacy and Pharmacology, Bath University, at 8pm. Mr J.C.K. Wells, senior nutritionist, Cow & Gate, on "Soya based infant formulae and their uses".

Bradford & Halifax Branch, National Pharmaceutical Association, Victoria Hotel, Bridge Street, Bradford, at 8pm. Mr B. Dosser on "Management information and cash control in the small business".

National Pharmaceutical Association, Post House Hotel, Chapel Lane, Great Barr, Birmingham, from 3pm to 10pm. NPA computer labelling exhibition featuring Oralabel, Park, Richardson and Williams systems.

Odd Spot offer

DeWitt International Ltd have asked us to make it clear that they have not acted as distributors for the stock of Odd Spot offered for sale by Maltown Ltd in a classified advertisement last week. It is understood the stock was purchased for export about four years ago, direct from Ford Jackson.

CLASSIFIED

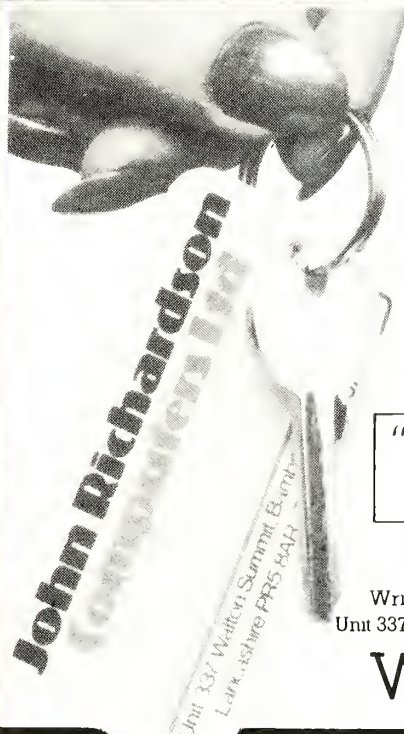
Post to
Classified Advertisements,
Chemist & Druggist,
Penn Publications,
Sovereign Way, Tonbridge,
Kent TN9 1RW.
Telephone Tonbridge (0732)
664422. Telex 95132.
Ring Andrew Castle extension 272
for further information.

Publication date
Every Saturday
Headings
All advertisements appear
under appropriate headings.
Copy date 4pm Tuesday prior
to publication date.
Cancellation deadline
5pm Monday prior to
publication date.

Display / Semi Display £11.00
per single column centimetre,
min 30mm. Column width
42mm.
Whole Page £950.00
(260mm x 180mm)
Half Page £500.00
(125mm x 180mm)
Quarter Page £280.00
(125mm x 88mm)

Box Numbers £2.50 extra
Series Discounts
5% on 3 insertions or over.
10% on 7 insertions or over.
15% on 13 insertions or over.

Professional Prescription Computer Labelling



The Key to Quality Labelling.

- Designed by a pharmacist for a busy dispensary.
- Based on the proven BBC model B computer, as used in 85% of schools.
- Easy to operate - previous experience unnecessary.
- Can produce 5 labels of superb quality in 30 seconds.
- Stock control, dispensing details, order codes, automatic cautions and many other facilities - all at the touch of a button!
- Buy or lease purchase - the choice is yours! Prices from only £1135
- Can be used with the wholesaler of your choice, i.e. PIP, Link, Prosper.

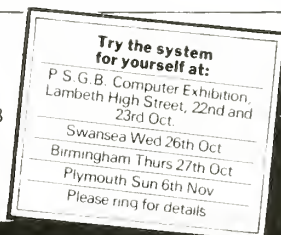
"... the full Richardson System is arguably the best we have seen"



NPA Pink Supplement.
August 1983

Write or telephone for a demonstration, or a video tape to
Unit 337, Walton Summit, Bamber Bridge, Preston, PR58AR. Tel: (0772) 323763

Why settle for anything less?



NOW with drug
interaction alert



**Print drug labels
in seconds and save
up to £900 a year
with a Border system**

Ask now for literature and a demonstration
of our proved system. Writes letters and
keeps NPA ledger accounts as well. Ring
(05474) 368 or write

**Border
Computing &
Programming**

Dog Kennel Lane
Bucknell
Shropshire SY7 0AX

Agencies Required

Established Agent calling on
Chemists, Departmental Stores and
gift shops in the West Midlands,
Warks, Worcs, Glos, Salop, Staffs
and Herefordshire, requires
additional agencies.

BOX C&D 3022.

Appointments

AGGRESSIVE SELF MOTIVATED REPRESENTATIVES

Required nationally for
expanding Company,
experience in
Beauty/Hairdressing
field essential.

Product is backed by
major TV/Magazine
advertising. Package
includes basic salary plus
on target bonus,
company car and usual
fringe benefits.

Send CV to: P W Birch, Sales
Manager, LEC (LIVERPOOL)
Limited, LEC House, 4 Picton
Road, LIVERPOOL 15,
Merseyside.

Agents

AGENTS REQUIRED

Experienced and well connected wholesale
agents required to sell our unique product to
the wholesale chemist trade throughout
the UK.

Good commission available.

For further information telephone Mary:

01-935 3187

7 PICTON PLACE, LONDON W1.

Business Opportunities

PHARMACEUTICAL MANUFACTURING OR PACKAGING

BRITISH MARKETING ORGANISATION WITH
substantial international sales wishes to purchase full or
part equity.

Current management could be retained. Substantial
finance available.

Please write with full details to **BOX C&D 3018.**

Shopfittings

Pharmacy SHOPFITTING
 • COMPLETE PHARMACY SHOPFITTING SERVICE •
 • SPECIALISED DISPENSARIES •
 • SEND FOR RETAIL CHEMIST REPORT • *Now!*
Store Design
 Tel. (0383) 823836
 DALGETY BAY
 HILLEND ESTATE,
 MOUNDFERLINE
 FIFE

LEXDRUM
 0626 832308
 WE OFFER A PROFESSIONAL SHOPFITTING SERVICE FOR THE RETAIL PHARMACY
 LEXDRUM STOREFITTERS
 Chapple Rd., Bovey Tracey, Devon.
 0626 832308

LUXLINE SHOPFITTING SERVICE
 N.P.A. & NUMARK APPROVED
 FREE PLANNING AND ADVICE. FOR YOUR SHOPFITTING PROJECT.
 Contact: — LUXLINE, 8 COMMERCE WAY, LEIGHTON BUZZARD, BEDS. Tel: 0525 381356.

ALPLAN
STORE FITTINGS LIMITED
 For the ULTIMATE in pharmacy design with emphasis given to individual requirements.
 Telephone: 0626 832059
 Northern Sales: Carlisle 0228 47149
 Allplan House, Cavalier Abbot, Heathfield, Newton Abbot, Devon TQ12 6TG.

Stocktaking

PHARMACY STOCKTAKING
 ECONOMICAL FEES.
 South East Stocktakers.
 38 HIGH STREET, ONGAR, ESSEX.
 Tel: Ongar 364484.
 Hornchurch 41300.

Stock Wanted

CLEARANCE LINES

Company with wholesale and retail outlets requires chemist goods. Job and bankrupt stocks etc.
 Please write with full details: —
 Wibour Todd Ltd, 32 Rashee Road, Ballyclare, Co. Antrim BT39 9DR.

Trade Services

Tablet Production,
 Liquid Production,
 Powder Production,
 Packing ...



CONTRACT PHARMACEUTICAL SERVICES LIMITED
 Park Road, Overseal, Burton-on-Trent, Staffordshire.
 Telephone (0283) 221616, Telex 341345.

Stock for Sale

GERALD FRASER Wholesale Cosmetics

Would like to invite all their clients to view their exciting new range of Christmas cosmetics and perfumes for 1983.

at their new address
**33 Broughton Street,
 Manchester.**
**Telephone:
 061-832 3427**

**Open 9.30-5 weekdays
 10-2 Sundays**

FILMS KODAK TUDOR FLASH FILMS FILMS
**STOCKISTS OF WELL KNOWN BRANDS OF
 PERFUMES / COSMETICS / CHEMIST SUNDRIES
 KODAK FILMS, FUJI FILMS, FLASH.**
Pascos Cosmetics Sales
 425C HARROW ROAD
 LONDON W10 4RE
 Tel: 8813271
FOR PRICE LISTS
 Tel: 01-960 0319
 01-960 5752
 Open Mon-Fri 9.30am-5.30am
 Sun 9.30am-2pm

BRANDED COSMETICS & PERFUMES AT COMPETITIVE PRICES

Come and see our very extensive range.
CASH & CARRY: Monday, Tuesday, Thursday, 10am-8pm; Wednesday & Saturday, 9am-5pm; Friday, 10am-6pm; Sunday, 10am-2pm.
 We also offer DELIVERY SERVICE
C.T. MARKETING LTD.
 New Tythe Street, Long Eaton, Notts. Tel: 06076 61517

WHEN YOU REQUIRE THE **LARGEST, THE MOST
 EXCITING COLLECTION OF POPULAR**

LYRIC
**FRENCH & ENGLISH
 PERFUME & FRAGRANCE,
 AFTERSHAVE &
 QUALITY XMAS
 SETS TRY
 US AT**
Cosmetics
 103/5 Cheetham Hill Rd
 Manchester M8 8LG
 061-833 9163
 Mon-Fri 9.30-5.30
 Sun 9.30-2.00
QUALITY & DISCOUNT PERSONAL CALLERS WELCOME



DON'T JUST WRAP IT. MEDI-PACK IT.

Medi-Pack sachets and 'drum-packs' represent convenient, useful and economical solutions to packaging problems for consumer, medical and industrial products. We lead Europe in single-use wet technology and production – with more than 15 years' experience in packaging, regeneration, product development and contract manufacture, and our clean facilities are second to none.

This expertise could help you to sachet-pack almost any product in liquid, granule, powder, paste or cream form. Alternatively why not try the exciting multi-wipe packaging concept the Drum Pack.

Just telephone 0482-25181 for full details.

MEDI-PACK The Flexible Packaging Concept.

Medi-Pack Limited, PO Box 201, 101 Hesse Road, Hull, England. HU3 2BW. Telephone: 0482-25181.

LEMSIP

Quality

PRIZE DRAW WINNERS

**FIRST PRIZE £100
3005**

SECOND PRIZES OF £20

**5285 1166 0046
7457 2384 1669
3453 4005 2914
6009**

CONGRATULATIONS FROM THE BRAND LEADER – LEMSIP

Winners will be confirmed by post and prize cheques will be despatched direct to the address shown on the counterfoil.

We're taking our sales drive at a fast gallop

Soothing news for profit-conscious retailers everywhere. Zubes are back, all ready to establish a stronger market presence than ever.

We're doing this with a nationwide promotional campaign which is really going to capture the public's imagination with our message,

"Feeling a little hoarse - go suck a Zube".

We'll be putting this across with radio spots throughout the U.K., posters and full point of sale material to put over the Zubes message in your shop.

We've also extended our product range to include Zubes Expectorant and Zubes Original Cough Mixture too.



So if you want to gallop towards bigger sales,

Go stock **ZUBES** NOW

Special launch deals available from your local Cussons representative
Roberts Laboratories, Burnden Road, Bolton, BL3 2RB Telephone Bolton (0204) 32631

**FOR 118 YEARS FISHERMAN'S FRIENDS
HAVE BEEN BUSY
SOOTHING SORE THROATS....**



**...WITH OVER 1 BILLION
LOZENGES PRODUCED....**



**....THIS YEAR YOUR
FRIENDS ARE GOING
TO BE EVEN MORE
IN DEMAND.**

- ★ FISHERMAN'S FRIEND EXTRA STRONG LOZENGES
- ★ FISHERMAN'S FRIEND ANISEED LOZENGES
- ★ FISHERMAN'S FRIEND HONEY COUGH SYRUP
- ★ FISHERMAN'S FRIEND RUBBING OINTMENT



**...AND THIS YEAR WE'RE
BUSIER THAN EVER BEFORE...**



**AND BEING HONoured
WITH THE QUEEN'S
AWARD FOR EXPORT
ACHIEVEMENT...**



FISHERMAN'S FRIEND

LOFTHOUSE OF FLEETWOOD LTD. MARITIME STREET, FLEETWOOD, LANCS. FLEETWOOD 2435